

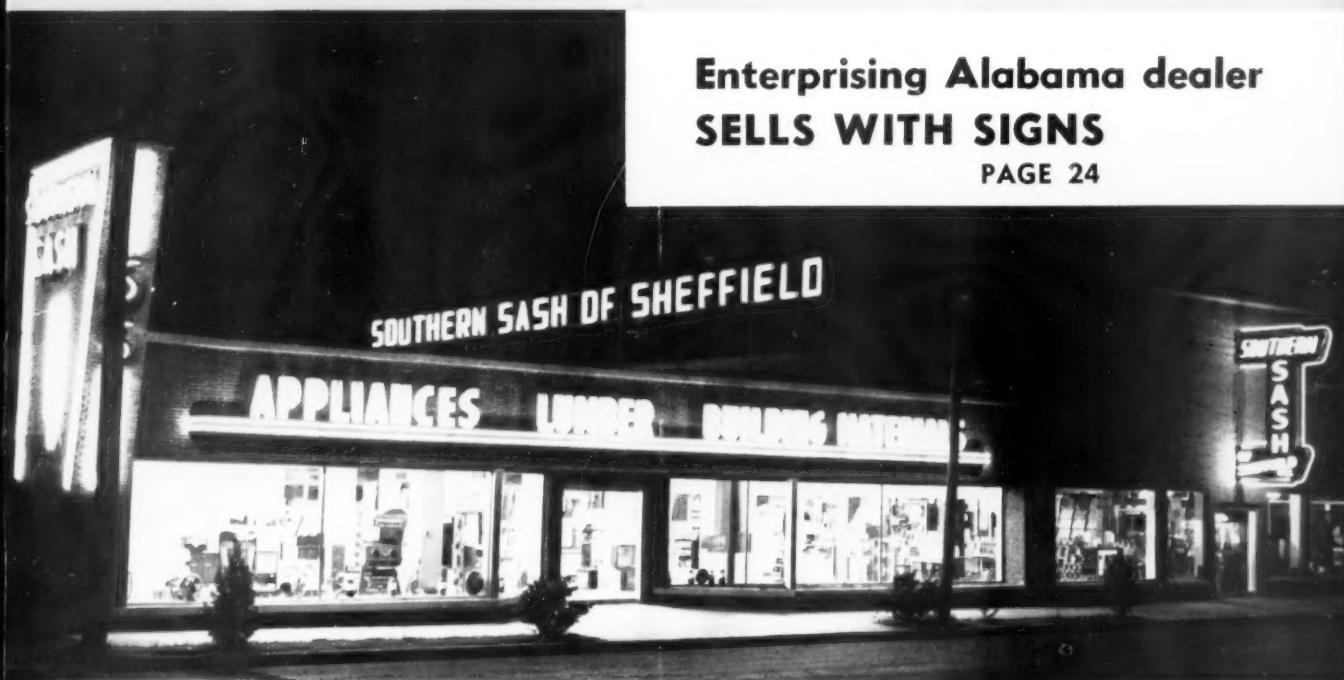
Southern **BUILDING SUPPLIES**

JANUARY, 1954

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Enterprising Alabama dealer SELLS WITH SIGNS

PAGE 24



HOW TO SELL 'EM HARDBOARD FOR HOME IMPROVEMENTS . . . page 30



CLASS FOR WORKSHOP OWNERS CLICKS . . . page 27

★ **11,700 Copies This Issue**

as easy as 1-2-3

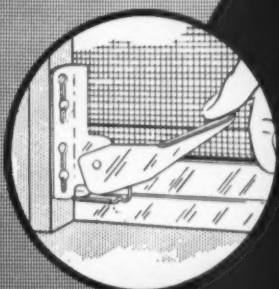
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WAY PAG



BURNS SCREENS are individually packaged. They are easier to display... easier to handle... and easier to store (attractive package also serves as container for winter storage!)



For further information write or wire

BURNS MANUFACTURING CO.
LOUISVILLE • GEORGIA

this
month's
feature . . .

Knotty Pine Plywood

NAVY
GIES

lumber, plywood, and door distributors

All signs point to a continuance of all types of build-
ing for the coming months, and we are in a position to
finish large quantities of many species of wood,
hard lumber and plywood, from the U.S.A. and
abroad. Among those available for immediate ship-
ment are:

MAHOGANY: We are specialists
in British Honduras, Philippine and
African Mahoganies.

PLYWOOD: Tough Ash, American
Black Walnut, Aromatic Cedar
Siding and Closet Lining, Long
Leaf Pine, Hard Maple, Birch,
Brazilian, Red Gum, Poplar, Red
White Oak.

WOOD: Birch, Gum, Mahog-
any, Fir Plyweave, Oak, Walnut,
Virola (Banak).

DOORS: Flush and Entrance Doors,
Birch, Gum, Mahogany.

WESTERN LUMBER: Ponderosa
Pine, Kiln-Dried Fir, Redwood Lum-
ber & Siding, Western Red Cedar.

DECORATIVE PLASTICS: Panelyte
—For Commercial Installation and
Shop Fabrication 1/16" thickness
Wood Grains Now Available.

Arborite—For On-Job Application,
1/8" thickness.

TIDEWATER RED CYPRESS: Boat
Stock, Dressed Finish, 4/4 to 12/4
No. 1 Shop and Better.

FLOORING: Oak Block and Strip,
Maple and Beech Strip, Industrial
and Block-On-End Flooring.

PANELING: Philippine Mahogany,
Knotty Pine, Cypress, Redwood, Fir
Driftwood, Fir Ridgewood.

Your inquiries are solicited by mail,
telephone, or telegram. We can ship
by truck or by rail.

Dixie Lumber Co., Inc.

8201 FIG STREET
NEW ORLEANS 18, LA.

Telegraphic Address WUX-DIXIE

Telephone WALnut 9500

as easy as 1·2·3

with

BURNS

ALUMINUM TENSION SCREENS

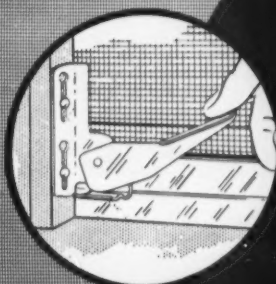


- 1 BURNS sells fast . . . keeps stocks moving!
- 2 BURNS high mark-up means more profits!
- 3 BURNS satisfies customers . . . brings repeat business!

Profit-wise merchants are "cashing-in" on a growing "do-it-yourself" market and on the growing demand for BURNS TENSION SCREENS. BURNS Screens are easiest to install, easiest to store and easiest to sell.

BURNS Screens are precision made to insure perfect fit. There is no frame to warp and the tension catch keeps them forever tight. They're all aluminum, weather-proof and maintenance free.

BURNS Screens mean . . . quick sales, repeat business, rapid turnover and greater profits for you!



BURNS SCREENS are individually packaged. They are easier to display . . . easier to handle . . . and easier to store (attractive package also serves as container for winter storage!)



For further information write or wire

BURNS MANUFACTURING CO.
LOUISVILLE • GEORGIA

*this
month's
feature . . .*

Knotty Pine Plywood
1/4" and 3/4"
thickness.

lumber, plywood, and door distributors

All signs point to a continuance of all types of building for the coming months, and we are in a position to furnish large quantities of many species of wood, both lumber and plywood, from the U.S.A. and abroad. Among those available for immediate shipment are:

MAHOGANY: We are specialists in British Honduras, Philippine and African Mahoganies.

LUMBER: Tough Ash, American Black Walnut, Aromatic Cedar Lumber and Closet Lining, Long Leaf Pine, Hard Maple, Birch, Prima Vera, Red Gum, Poplar, Red and White Oak.

PLYWOOD: Birch, Gum, Mahogany, Fir Plyweave, Oak, Walnut, Fir, Virola (Banak).

DOORS: Flush and Entrance Doors, Fir, Birch, Gum, Mahogany.

WESTERN LUMBER: Ponderosa Pine, Kiln-Dried Fir, Redwood Lumber & Siding, Western Red Cedar.

DECORATIVE PLASTICS: Panelyte—For Commercial Installation and Shop Fabrication 1/16" thickness Wood Grains Now Available. Arborite—For On-Job Application, 1/8" thickness.

TIDEWATER RED CYPRESS: Boat Stock, Dressed Finish, 4/4 to 12/4 No. 1 Shop and Better.

FLOORING: Oak Block and Strip, Maple and Beech Strip, Industrial and Block-On-End Flooring.

PANELING: Philippine Mahogany, Knotty Pine, Cypress, Redwood, Fir Driftwood, Fir Ridgewood.

Your inquiries are solicited by mail, telephone, or telegram. We can ship by truck or by rail.

Dixie Lumber Co., Inc.

**8201 FIG STREET
NEW ORLEANS 18, LA.**

Telegraphic Address WUX-DIXIE
Telephone WALnut 9500

Builder makes 3 important savings

*by using Double-Waterproofed
CELOTEX INSULATING SHEATHING
instead of ordinary sheathing*



David Refkin, President, Island Construction Company, Division of Long Island Homes, Milwaukee, Wisconsin, says, "Of the many reasons we have for using 4' wide, $\frac{25}{32}$ " thick Celotex Double-Waterproofed Insulating Sheathing exclusively, perhaps the most important are: First, it saves material by eliminating the need for corner bracing. Second, it saves labor because it goes up easier and faster. Third, it saves time because its asphalt coating provides such effective moisture protection that after-rain delays are minimized. In addition, Celotex's double-waterproofing process prevents moisture absorption during construction, thus avoiding the risk of enclosing moisture in the wall."

After reading Mr. Refkin's letter, it is easy to see why Celotex Double-Waterproofed Insulating Sheathing is the first choice of more and more builders! It is preferred by architects, too—2 to 1 over the next leading brand, according to an independent survey.

So, to step up sheathing sales—and profits—stock, display and promote Celotex Insulating Sheathing. The *practical job advantages* listed below are the key to easier, faster sales!



Quick Selling Points on Celotex Double-Waterproofed Insulating Sheathing

- 1. Insulates and Weatherproofs** as it builds. All at *one* cost. No building paper needed.
- 2. No Corner Bracing Needed** to meet F.H.A. requirements, with 4 ft. wide, $\frac{25}{32}$ " thick Celotex Insulating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.
- 3. Goes Up 30% Faster.** Easier to cut and fit. Up to 15% less waste.
- 4. Excellent Shingle Base.** Apply direct, or over Celotex Impregnated Backer Board with special nails.
- 5. Laminated for Extra Strength** and rigidity. All Celotex $\frac{25}{32}$ " Insulating Sheathing is made of 2 plies, permanently bonded.
- 6. Double-Waterproofed.** Inside, by special treatment that coats every fiber; outside, by asphalt coating. Lets you resume work quicker after rain. High vapor permeability, too!
- 7. It is the Only Sheathing** made of tough, strong, long Louisiana cane fibers—protected by the patented Ferox® process from dry rot and termites.

Celotex National Advertising Builds Business for YOU

To help you really score in '54 Celotex hits the residential construction and remodeling market with a great new advertising campaign. Month after month you'll see big, colorful ads—*working for you*—in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME.

Make the most of this powerful sales help. Tie in by featuring Celotex Insulating Sheathing and other products in the famous Celotex line. This smooths the way to sales because over a third of a century of national advertising leadership has created nationwide preference for the brand name Celotex!

Feature the brand builders and architects prefer...

CELOTEX
REG. U. S. PAT. OFF.
INSULATING SHEATHING

The Celotex Corporation, 120 S. La Salle Street, Chicago 3, Illinois



**It's double
waterproofed!**

Southern BUILDING SUPPLIES

January, 1954
Vol. 9 No. 1

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Published Monthly in Atlanta, Ga., and Charlotte, N. C., by
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**SOUTHERN HARDWARE
SOUTHERN APPLIANCES
SOUTHERN POWER & INDUSTRY**

**SOUTHERN AUTOMOTIVE JOURNAL
ELECTRICAL SOUTH
TEXTILE INDUSTRIES**

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Feature Menu for January

How to Pack 'Em in for Store Opening	23
This Enterprising Dealer Believes in Signs	24
Everything's Under Cover in Florida Yard	26
Class for Home Workshop Owners Pays Off	27
How to Sell More Hardboard for Home Jobs	30
Gourmet Shop Attracts Women to Texas Yard	32

Spotting the Department News

Oklahoma Leader Offers Optimism for '54	21
Industry News Worth Reading and Heeding	35
Wholesale Convention Reports and Items	41
Association Activities and Convention Dates	46
Products on Parade for Your Consideration	52
Dealers in the News of the Month	58

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NATIONAL BUSINESS PUBLICATIONS



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is the **SOUTH'S** most
popular window screen



Southern Builders and Homeowners say:

- "I like the low cost and ease of installation. No painting or fitting necessary."
- "TENSION-tite aluminum screens last for years even in the salt air along the coast."
- "It costs less to install TENSION-tite screens . . . yet they look better, admit more light, and there's no maintenance."

EXCLUSIVE GUIDE BAR SPEEDS INSTALLATION

This bar . . . detached temporarily from the screen . . . accurately locates the position for the five screws. Produces a perfect fit in less than five minutes per window.



RUDIGER-LANG CO.

Plants in Toccoa, Georgia and Berkeley, Calif.
Sales Office: International Trade Mart
New Orleans 12, Louisiana

*Trademark of Rudiger-Lang Co.

"This brand cuts easiest"

says Wm. McClenaghan
of Bryn Mawr (Pa.) Hardware



Mr. McClenaghan test cut four well known brands of single-strength window glass. Each brand was identified only by a letter—A, B, C or D. He ran several cuts on each. Every single time, he said brand D was by far the easiest to cut. He also said: "There's no stop and start in running a cut on *this* glass. Just run a light line and the glass snaps off quick and clean . . . no splintering at all!"

"D" was L·O·F. Furthermore, 28 out of the 30 dealers who took this "Blindfold Test" picked L·O·F!

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is a higher quality glass—it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste *and more profit with L·O·F.*

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Company, 7014 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



association directory...

Associations serving Building Supply Dealers in
Southern and Southwestern states—and served
by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Byron P. Howlett, Monticello, Ark.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: T. A. Roe, Greenville, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: B. Frank Edwards, Tampa, Fla.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: R. E. McConnell, Paris, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Harry V. Balcom, Bossier City, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. O. McNair, Macon, Ga.

Lumbermen's Association of Texas — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John Armstrong, San Angelo, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: T. A. Rigdon, Forest, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 6757. President: H. J. Munnerlyn, Bennettsville, S. C.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel.: 7-0338. President: Virge Steger, Durant, Okla.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Fred S. Stephenson, Chickasha, Okla.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: William N. Neff, Abingdon, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert N. Swiger, Clarksburg, W. Va.



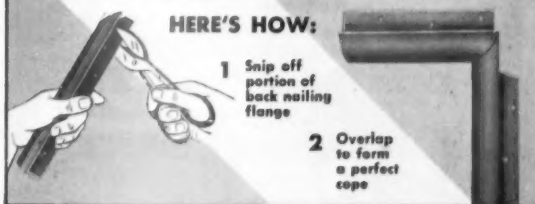
**Our No. 50 Quarter-Round
Steel Plaster Grounds**

(FOR DOORS AND WINDOWS)

**Precision Die-Cut for
Accurate, Faster Installation**

- Right-hand mitre at one end;
left-hand mitre at other end.
- Short flange in 1/2", 3/4", 7/8" grounds.
- 7', 7' 3", 10' lengths; 1000 ft. per crate.
- Four other styles available
with standard square-cut ends.

IDEAL for PERFECT COPED JOINTS, Too!



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for Fast, Efficient Nationwide Service

Houston Development Builders* say:
When offered a choice...
customers invariably choose

Shakertown Sidewalls

1200 Houston homes built
with Shakertowns!



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"We have always believed that top quality materials make homes sell easier, faster, with fewer headaches," says this leading Texas builder. "And year-after-year sales records, on homes built with Shakertowns, have proved that they do just that."

Yes, there's powerful buy-appeal in Shakertowns, lots of it! It's the exclusive feature a builder gains by applying these rich-colored, deep-grooved cedar shakes on homes in any style, in any price range.

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Get a more complete story from your nearby distributor. Or write us today for full details.



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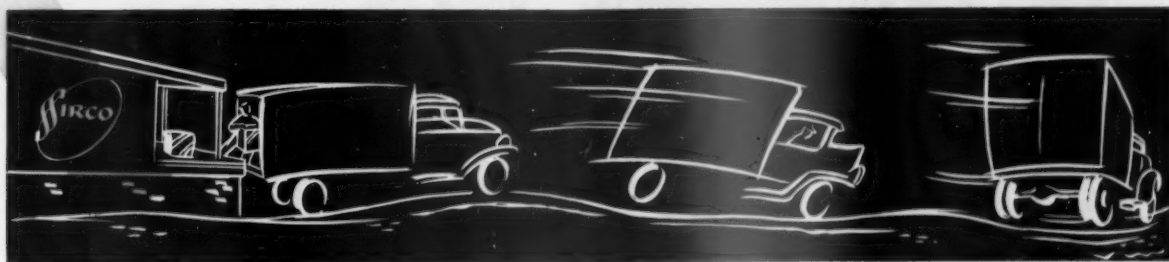
CLEVELAND 27, OHIO

SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.	Tampa, Fla.	Birmingham, Ala.	Louisville, Ky.
Atlanta, Ga.	Orlando, Fla.	New Orleans, La.	Columbia, S. C.
Albany, Ga.	Miami, Fla.	Nashville, Tenn.	Raleigh, N. C.
Augusta, Ga.	Jacksonville, Fla.	Memphis, Tenn.	Richmond, Va.

Better Your Score ... in '54

CUT YOUR INVENTORY



There's no need to gamble on a large inventory of materials in order to fill the demands of your trade. Prompt delivery from the SSirco warehouse nearest you eases your inventory problems and assures you ready availability.

Nationally advertised products (see list at right) in ample supply in all of the 16 SSirco warehouses are your assurance of customer satisfaction . . . and your own greater return.

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OUR COMPLETE STOCK OF THESE
PRODUCTS SAVES YOU
TIME AND MONEY!

ALUMINUM

Reynolds LIFETIME sheet, bar, rod; architectural and structural shapes; roofing, siding, and accessories; rain carrying equipment.

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Hot and cold rolled sheets, fabricated or flat; roofing, siding, and accessories; rain carrying equipment; steel drums; fence posts.

BUILDING MATERIALS

Plywood, Flush Doors, board form insulation and Hardwood, Batt and blanket form insulation.

Miami-Carey cabinets, Shakertown cedar shingles, Louvers and ventilators, Barclay plastic-coated panels, Alsynite translucent panels.

SSIRCO SERVES THE SOUTH



Southern States Iron Roofing Co.

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.

Augusta, Ga.
Tampa, Fla.
Orlando, Fla.
Miami, Fla.

Jacksonville, Fla.
Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.

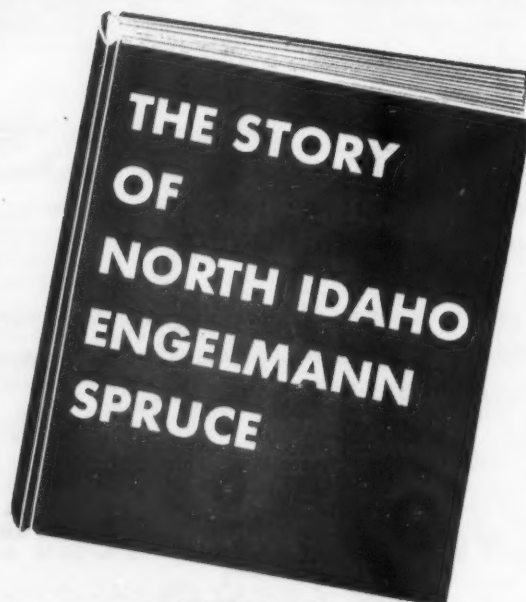
Memphis, Tenn.
Louisville, Ky.
Columbia, S. C.
Raleigh, N. C.
Richmond, Va.

JANUARY, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



A Geography Lesson in Color

- Q. Isn't North Idaho Engelmann Spruce the same as all other spruce?
- A. No, it's an entirely new, different species found only in one locality where high altitudes and perfect climate provide ideal conditions for growing a whiter, straighter-grained wood.
- Q. Why should a whiter wood be better?
- A. Because it's much more handsome and easier to finish. It is free from excessive pitch and resin and it has a fine-grained, uniform texture.
- Q. Can it be used only for interiors?
- A. No. Because it is lighter in weight, yet stronger, it is extra durable for exteriors. New methods of milling and scientific kiln-drying make it an extremely versatile wood that is easy to work for cabinets and furniture, too!



- Scientifically Kiln-dried
- Does Not Split In Nailing
- Clear, straight grain

P

ACK RIVER SALES CO.

SPOKANE, WASH. P. O. BOX 64 • TELETYPE SP. 105 • TEL. MADISON 0121

Managing Sales For

PACK RIVER LUMBER CO.
Sandpoint, Idaho
NORTHWEST TIMBER CO.
Gibbs, Idaho
THOMPSON FALLS LUMBER CO.
Thompson Falls, Mont.

Send for free
booklet today!

After the

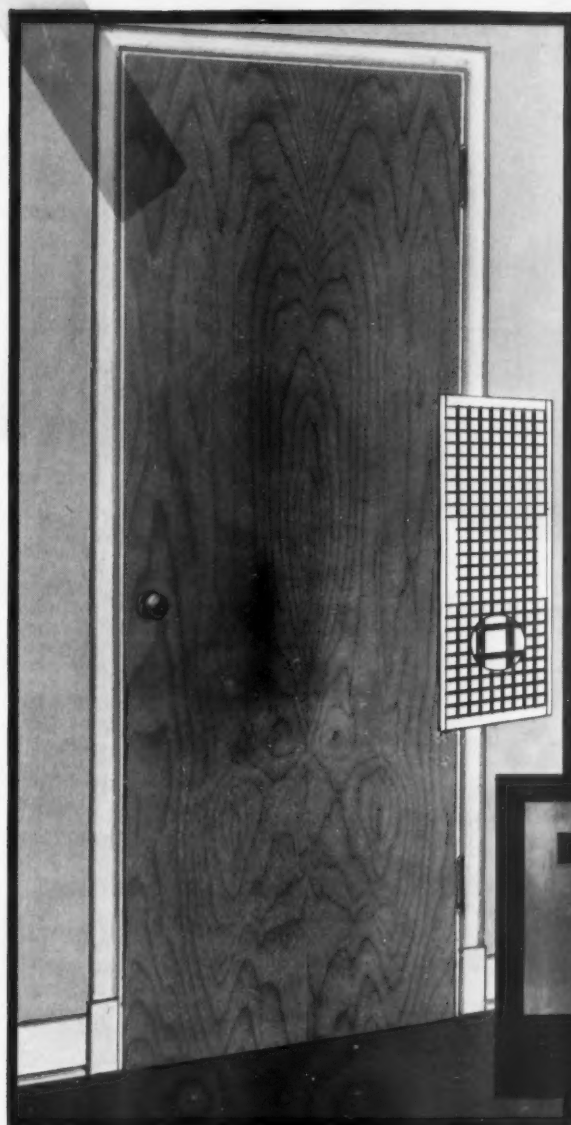


"Honeymoon"

this door

PROTECTS

your profits

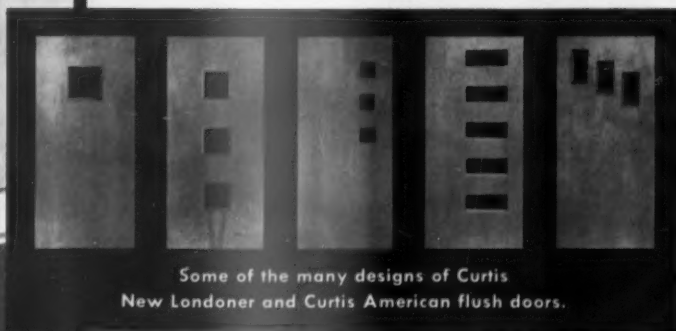


After completion, every new building or remodeling job has a "honeymoon" period—when everything is fresh and new. But for how long? With Curtis New Londoner Hollow Core Flush Doors, the answer is easy! These doors *keep* their shape—no warping, no sagging, no "come-backs."

Inside every Curtis New Londoner Door is patented, all-wood *locked-in* core. This core is made with such precision that permitted tolerances are only $\frac{1.5}{1000}$ of an inch!

New Londoner Doors, too, are very beautiful because of their selected matched-grain panels—a feature seldom found in ordinary flush doors. Curtis New Londoner Doors are actually "pictures in wood."

Protect *your* products and your reputation with doors that give lasting satisfaction—Curtis New Londoner. Made in both hollow core and solid core construction.



Some of the many designs of Curtis New Londoner and Curtis American flush doors.

CURTIS
NEW LONDONER
HOLLOW-CORE
FLUSH DOORS

CURTIS COMPANIES SERVICE BUREAU

Clinton, Iowa

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
Lincoln, Nebr. • Topeka, Kan. • Minneapolis, Minn. • New London, Wis.

easy to install
easy to sell
easy to handle

the **ALL NEW**
HASKO
sliding door units

for passageways
for closets

A FEW SIMPLE STEPS INSTALLS THEM. All you need for a "professional" installation of HASKO sliding door units is: 1. A hammer. 2. A level. 3. A screwdriver. You never need a saw or plane.

COMPLETE, PACKAGED. Everything you need, ready to install is in the two HASKO sliding door unit packages. In one package the doors, in the other the jambs, header section (with track and valances installed), hangers, screws, nylon floor guides, rubber stops.

Shipped from both Grand Rapids and Mobile, Alabama
write for catalog information today!

HASKO

Haskelite Manufacturing Corp.
Grand Rapids 2, Michigan



SAVES STORAGE SPACE. Hasko Sliding Door Units come completely packaged. Everything is stored in the same place, everything is delivered at the same time. Eliminates needless chasing around the yard for materials, waiting at the job for "missing" material.

SAVES WASTE, SAVES TIME, SAVES MONEY. Novice carpenters can install HASKO units by following the step by step instructions packed with every unit in less than an hour. Since there is no cutting there is no waste.



HELPFUL Booklets FREE

3. Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, La.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. An eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter,

and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

29. Awning Windows. Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

33. Laminated Wall Panels. Two full-color booklets show photographs of rooms with ceiling and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

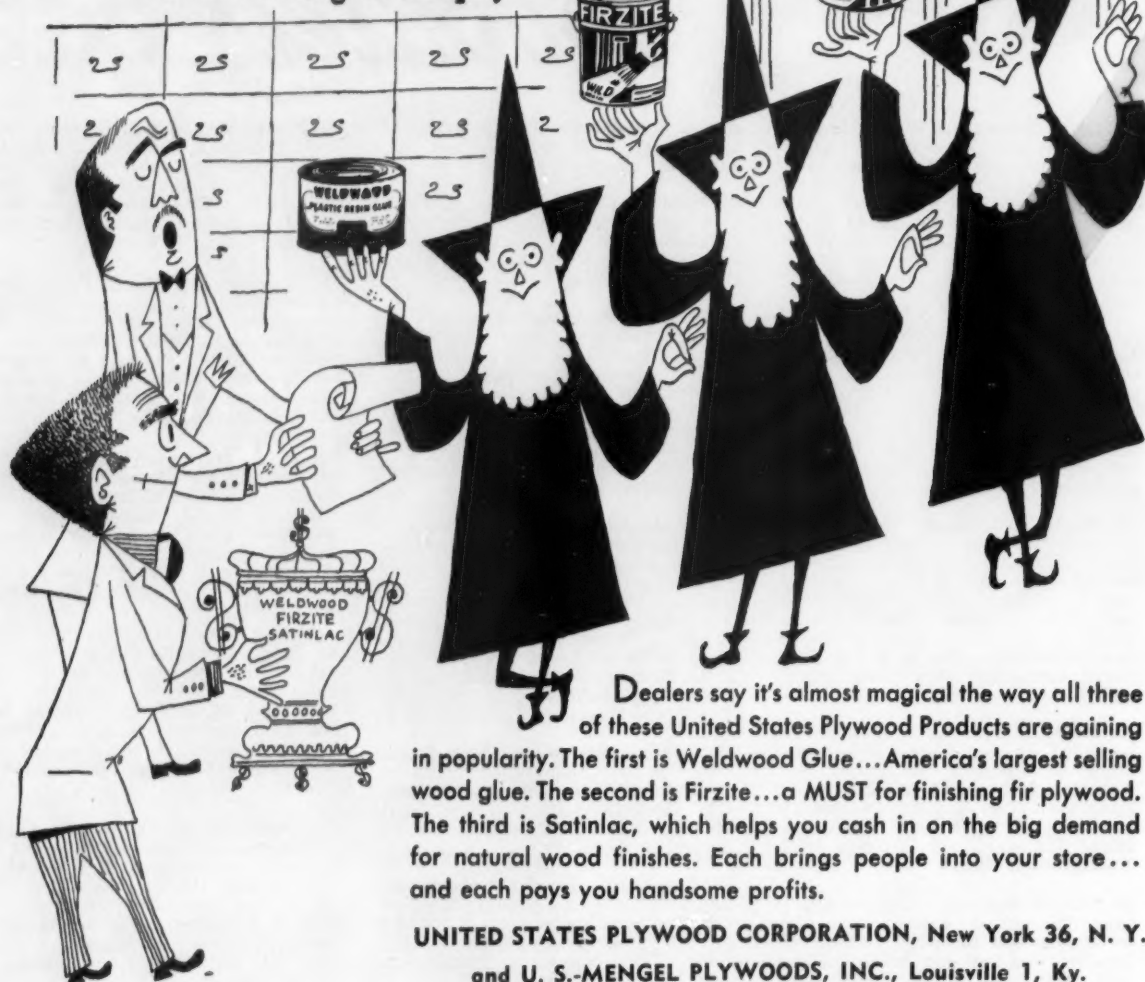
January, 1954

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	21
23	29	33	37	47
55	57	61	63	65
85	87	91	95	97
107	117	139	141	143
145	161	163	165	177
183	189	193	195	197
199	201	271	273	275
277				

THESE WIZARDS WITH WOOD

Get a well deserved Trophy
For boosting the Business
Of Browning & Brophy



Dealers say it's almost magical the way all three of these United States Plywood Products are gaining in popularity. The first is Weldwood Glue...America's largest selling wood glue. The second is Firzite...a MUST for finishing fir plywood. The third is Satinlac, which helps you cash in on the big demand for natural wood finishes. Each brings people into your store... and each pays you handsome profits.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.

and U. S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities—Distributing Units in Chief Trading Areas

Largest Selling Wood Glue—

WELDWOOD® PLASTIC RESIN GLUE



For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

WHITE FIRZITE®



Recommend WHITE Firzite for magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, recommend WHITE Firzite tinted with Colors-in-Oil. For soft wood and fir plywood paint jobs, recommend WHITE Firzite as an undercoat, to help prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend CLEAR Firzite, to tame wild, unsightly grain. Over 40 million feet of fir plywood sold every week—what a market for Firzite!)

Big demand for natural wood finishes, sells

SATINLAC®



The big modern style trend is for light natural wood finishes—on furniture, wood panelling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

Make More Money!

join

AFCO

**"DO IT
YOURSELF"**

PROGRAM

- We furnish and pay for
- 1 Advertising in your local newspaper, promoting you, your firm and AFCO.
 - 2 Attractive premium to be given to your "Do It Yourself" customers.
 - 3 Point of Sale material including counter display, instruction books and mail pieces.

Now you can capture the rich "handy-man" market with this proven sales promotion package. Complete merchandising package will increase your sales in almost every department. Be the first in your area to capitalize on this rich "do it yourself" market. For further information, use the handy coupon below.

TIL-LITE

GLO-LINE

HI-LITE

A & F TILEBOARD CO., INC. "Do It Yourself Dept."
Alexandria, Louisiana Room 705

Please send me details on your "Do It Yourself" program, without obligation.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

A & F TILEBOARD CO., INC.
ALEXANDRIA LOUISIANA

now Tensulate Batts
are made from
SPUN WOOL

In keeping with Tennessee Products' policy of making the highest quality insulation, Tensulate Mineral Wool Batts are now made from Spun Wool. Our plant has just been equipped with the latest type spinning machine utilizing a tested process.

To help you save on warehousing and delivery, Tensulate Full Thick Batts are now packed 50 square feet to the tube—semi-thick batts, 80 square feet.

Write, wire, or telephone Nashville 4-1651 to enter your order for spun Tensulate Insulation now.



TENNESSEE
PRODUCTS & CHEMICAL

Corporation
NASHVILLE, TENNESSEE

Producers of: FUELS • METALLURGICAL PRODUCTS • TENSULATE BUILDING PRODUCTS • AROMATIC CHEMICALS • WOOD CHEMICALS • AGRICULTURAL CHEMICALS

WORDS TO SELL BY

"There's ***NO*** substitute
for **FEATURES!**"

Ualco
U-AL-CO

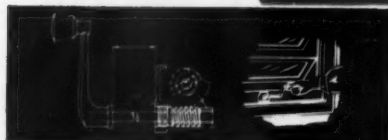
ALUMINUM AWNING WINDOWS
are Feature-Plus!



Features count with homeowners and contractors! Ualco Aluminum Awning Windows are full of fast-selling features! Ordinary awnings have separate locking and opening devices . . . often resulting in stripped gear threads. Ualco Awning Windows have an exclusive strip-proof operation which unlocks and opens in one easy movement! Automatically locks the vents in any position to over 90 degrees . . . or opens only the lower vent for controlled ventilation! They're completely weather-stripped, both on jamb and bottom of all vents! And — easy to install because integral fin completely surrounds window; jiffy-quick sill clips slide in channel from each side.

Stock the Aluminum Awning Window that's feature-PLUS! Ualco!

LOG IN SWEET'S OR WRITE US FOR COMPLETE INFORMATION



"STRIP-PROOF" CAM LOCK — UNLOCKS AND OPENS WITH FINGER-TOUCH CONTROL. AUTOMATICALLY LOCKS ALL VENTS IN ANY POSITION TO OVER 90 DEGREES. CENTER OPERATOR CONNECTED TO TORSION BAR ENCASED IN OILITE BEARINGS.



EASY INSTALLATION — (A) INTEGRAL FIN COMPLETELY SURROUNDS WINDOWS. TAKES BRICK FIN AND FIN TRIM. (B) JIFFY-QUICK SILL CLIPS SLIDE IN CHANNEL FROM EACH SIDE. LOCATE AS MANY AS WANTED, WHERE WANTED.

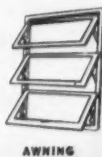


(A) BOTTOM VENTILATOR OPENS FOR NIGHT VENTILATION, WHILE UPPER VENTILATORS REMAIN LOCKED AND CLOSED. (B) ALL VENTS OPEN TO MORE THAN 90 DEGREES TO GIVE MAXIMUM VENTILATION.

UNION ALUMINUM COMPANY, INC. • SOUTHERN SASH SALES & SUPPLY CO.
SHEFFIELD, ALABAMA



DOUBLE HUNG



AWNING



JALOUSIE



CASEMENT



HOPPER



PIVOTED



PROJECTED



TWINSUL

BASEMENT

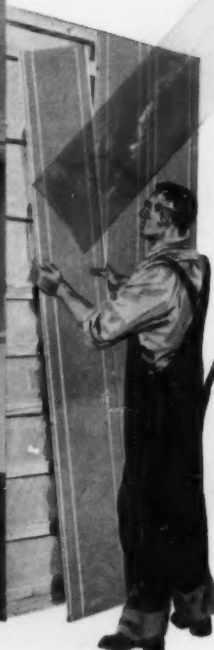


UTILITY

WORLD'S LARGEST MANUFACTURER OF ALUMINUM WINDOWS



The "extra room" market
is bigger than ever!



This beautiful room was made out of unfinished attic space with Johns-Manville Ceiling Panels and Wall Plank. Thousands of growing families are looking for just such an easy and inexpensive way to build an attractive new, extra room in attic or basement. These families can mean a lot of extra business for you.

Build easily and inexpensively with Johns-Manville Ceiling Panels and Wall Plank



J-M Lightning Joint

Nails or staples are completely hidden with the special Lightning Joint on all J-M Panels and Plank. Diagram shows how the long flange gives plenty of room to nail or staple. Notice space for expansion or contraction and square edge of bevel for alignment.

Flame-Resistant Finish

The surface of J-M Ceiling Panels and Wall Plank is specially treated to resist flame. This important safety feature costs you no more. Surface can be painted at a later date without destroying its flame-resistant qualities.

Durable Glazecoat Surface

The attractive, smooth hard surface, which is unusually durable and tough, resists marring and scuffing.

Choice of beautiful colors

J-M Panels and Plank are predecorated in lovely colors—the Wall Plank in Ivory, Dust Rose, Buckskin Tan and Antique Green; the Ceiling Panels in White and Ivory. No further finishing treatment is required.

BUILDING—THROUGH BUSINESS—

FOR A BETTER AMERICA!

support Junior Achievement



Johns-Manville



A veteran of 53 years in the lumber business, E. C. Kerr finds that Pressure-Creosoted Fence Posts account for a healthy share of his volume.

For 30 years

PRESSURE-CREOSOTED FENCE POSTS

have been a fast moving item

for **Ditmars, Kerr and Company**
WEST LIBERTY, IOWA



Here Mr. Kerr checks his stocks of Pressure-Creosoted Lumber in the yard of Ditmars, Kerr and Company, West Liberty, Iowa.

E. C. Kerr has been in the lumber business for 53 years, and for 30 of those years Pressure-Creosoted Fence Posts have been an important item in his line. Today, his company—Ditmars, Kerr and Company, West Liberty, Iowa—handles Creosoted products by the carload with Pressure-Creosoted Fence Posts accounting for nearly 10% of his total yearly volume.

Located in the center of some of the country's richest farming land, Ditmars, Kerr and Company sells Pressure-Creosoted Fence Posts to their customers in average lots of 150 to 200 posts.

Mr. Kerr uses his local weekly newspaper for reminder advertising, but says that the real job of selling Pressure-Creosoted Fence Posts has been done over the years by word of mouth.

Why are Pressure-Creosoted Fence Posts such good sellers? Mr. Kerr says it's because they are long lasting, light, easy to staple, trim looking, tough, come in any size and the cost is low.



What is Pressure-Creosoting?

Modern wood treating plants, using precise engineering methods, force a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U.S.S. Creosote, a quality product of United States Steel.

Here's help for you in selling Pressure-Creosoted Fence Posts

Turn the page to read how the makers of U.S.S. Creosote are helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

MAIL THIS CARD TODAY—NO STAMP NEEDED

United States Steel Corporation
Room 4229, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name

Address

City

State

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

FARM PAPER ADVERTISING

Right now—well in advance of the spring fencing season—United States Steel is telling farmers about the advantages of Pressure-Creosoted Fence Posts. Advertising in regional and state farm papers describes the experiences of farmers in the reader's own area with Pressure-Creosoted Fence Posts.

These advertisements stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

FENCE CONSTRUCTION GUIDE

The makers of U-S-S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U-S-S Creosote can supply you.

MATS FOR LOCAL ADVERTISING

If you wish to advertise pressure-creosoted fence posts in your local newspapers, your pressure-treater can obtain mats like this for you. There's ample space for your firm name and address.

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U-S-S Creosote, you can be sure a quality preservative has been used.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL

Room 4229, 525 William Penn Place
Pittsburgh 30, Pennsylvania

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.&R.)
Pittsburgh, Pa.

"Pressure-Creosoted Fence Posts last much longer and are easier to keep up"



W. O. Moore,
owner of Mile-Away Farms,
Southern Pines, North Carolina

"I selected pressure-creosoted posts because they last 30 to 40 years—much longer than other types of posts—and require a minimum of repair work. I have about 60 acres under fence now, and plan to put in about 1000 acres as soon as possible."



PRESSURE-CREOSOTED FENCE POSTS SAVE TIME AND MONEY!

HERE'S WHY:

Your Fence Lasts Longer. Creosote is the time-tested wood preservative. Wood posts that have been pressure-treated with Creosote are highly resistant to attack by such wood destroyers as termites, fungi, dry rot, and marine borers. In thousands of installations all over the country, under all types of weather and soil conditions, farmers have found that pressure-creosoted fence posts last up to seven times as long as untreated posts.

Installation Is Easier. Because they're straighter, stronger, and uniform in size, pressure-creosoted fence posts

are easier to set than ordinary posts. In addition, it is easier to staple the fence to pressure-creosoted posts. You save on time and labor. And, when the need arises, the posts can be removed and used again.

Helping to Last Longer. By resisting decay and deterioration, pressure-creosoted posts help eliminate the expense of replacing worn out posts. Many farmers report that, after twenty, thirty, or even more years, they have not had to replace a single post, and the original wire is still in use. Pressure-creosoted posts make trouble-free fence posts.

Ask for Fence Posts that have been treated with U-S-S CREOSOTE

There is no better preservative than U-S-S Creosote, a quality product of United States Steel. Mail the coupon below for the name of your nearest U-S-S Creosote distributor and a copy of "Fences That Pay," a helpful guide to better fence construction.

UNITED STATES STEEL CORPORATION
525 William Penn Place
Pittsburgh 30, Pa.



Application Enclosed Section
Send Stamp to:
Room 4229, 525 William Penn Place,
Pittsburgh 30, Pa.
I would like to know the name of your nearest
U-S-S Creosote distributor and a copy of "Fences That Pay."
I would like to receive your
Name _____
Address _____
City _____ State _____
Zip _____

UNITED STATES STEEL

You've heard about them!
You've read about them!
We sell them!

PRESSURE-CREOSOTED fence posts

● You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered pro-

ducts of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE

Give your customers these 4 big savings

with new Upson All Weather Sheathing



Apply wood siding directly over new Upson All Weather Panel Sheathing. Nails won't pull or pop out. Tests show Upson Panels have 30% greater resistance to nail withdrawal.

6 plies mean super strength

Upson All Weather Sheathing is made by an exclusive process from 6 plies of specially treated wood fibers laminated and bonded together under terrific pressure.

Twice as strong in load tests.

Proved best in every test. Carried twice the weight of other materials tested. Use Upson Sheathing, the smartest way to add strength to a home.

Far stronger in racking tests.

Tests by the University of Buffalo School of Engineering according to FHA standards showed Upson Sheathing withstood far greater stresses than other materials tested.

Over twice as strong in impact tests.

Proved more than twice as strong as all other $\frac{3}{4}$ " sheathing materials tested.

Waterproofed by exclusive Upson CuraSeal Process.

Upson's exclusive CuraSeal Process waterproofs through entire thickness. Resists water absorption 3 times better than other insulating sheathing tested. Store outside even in roughest weather. Resume work right after rain, snow.

more features

- Treated to resist mold, fungi, termites.
- Smooth surface, when left exposed can be quickly, easily painted.
- Adds insulation value.
- Moisture content—10% to 12%.
- No wetting or special treatment 24 hours before application needed.

1 save... costs less to buy

Your material costs are lower because new Upson All Weather Sheathing is priced lower, yet offers you highest quality.

2 save... eliminates costly corner bracing

Why pay for material and labor for corner bracing when it's not needed. Super strong Upson Sheathing meets and exceeds requirements of FHA Technical Circular No. 12.

3 save... on cost of application

Reduce application time by over $\frac{1}{2}$ compared with wood sheathing. Save labor costs. Upson Sheathing is easy to apply, nails direct to studs, saws like wood, clean.

4 save... reduce material wastage

A greater variety of sizes to fit your house at no extra cost. Virtually eliminates waste.

**Soffits
cut to Size**

**No charge
for longer lengths**

Think what this means. No cutting on job. Saves time.

8' lengths or 20' lengths, price per sq. ft. is the same.

Mail coupon for FREE folder and instruction sheet!

UPSON
All Weather
SHEATHING



PROVEN QUALITY
YOU CAN TRUST

THE UPSON COMPANY
171 Upson Point, Lockport, N. Y.

Please rush me FREE Folder and Application Instruction Sheet on new Upson All Weather Sheathing.

NAME _____

NAME OF FIRM _____

ADDRESS _____

CITY _____

STATE _____

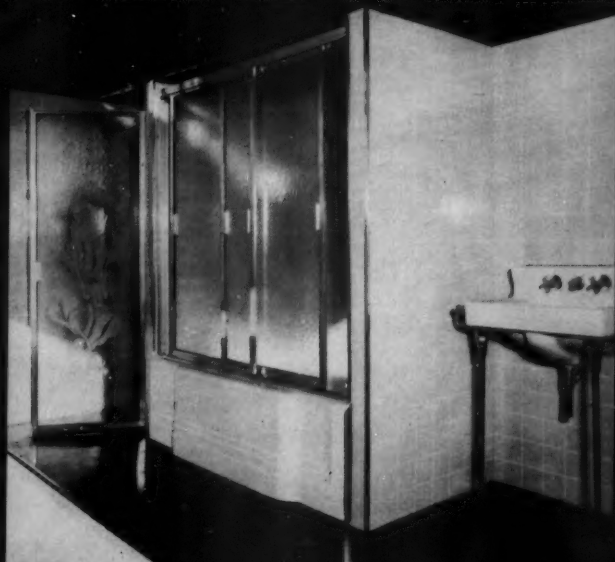
JOBBER'S NAME _____

JOBBER'S ADDRESS _____

100% PROFIT FOR YOU

WITH DREXLER SHOWER DOORS AND TUB INCLOSURES

**YOU CAN
DOUBLE YOUR
INVESTMENT
WITH EACH
SALE!!**



Offering top quality at lowest price with FHA approval. Here is a product that can be one of your leading money makers—it's a new item that home owners and builders are ready for. Installation is simple. Write for folder showing 4 popular selling designs and price list with liberal discounts.



**IDEAL FOR THE DO-IT-YOURSELF
MARKET . . . INSTALLATION IS EASY**

Your customers can install these shower doors and tub inclosures with the greatest of ease—no screws necessary for tub inclosures—just fit them in and seal with cement. Feature this as a Do-It-Yourself item and it will make you money.

DREXLER MANUFACTURING COMPANY

547 PEACHTREE ST., N.E.

ATLANTA, GEORGIA



Strong Future Market Seen by Leading Oklahoma Dealer

DALE CARTER OF TULSA, immediate past-president of the Oklahoma Lumbermen's Assn., thinks so well of the homebuilding market that he and an associate recently paid \$300,000 for 160 suburban Tulsa acres, where they will build 520 homes in the \$15,000 class—some with swimming pools.

As that transaction was being projected Carter was building 96 GI and FHA houses of the three-bedroom type, ranging in price from \$11,500 to \$13,500.

So one would expect Dale Carter to have highly optimistic views for the future of the lumberman who is also active in the homebuilding field. "There is still a terrific demand for houses," he said, referring specifically to his immediate territory and generally to the Southwest.

"I do not think the price will be any less in the future on a new house than it is now and, in fact, I believe house costs have about reached their low. If a man has the money, a home is the best investment he can make, even at this time. We thought five or six years ago that prices were too high, but the people who bought at that time are still able to sell at a profit.

"The Federal government has made it easy for people to own homes and, furthermore, the mortgage market is improved. As fast as houses are completed in this area, they are sold. But, of course, new houses are completely air-conditioned, which is a must.

"Meanwhile, the wholesale market has reached a leveling-off point and is, in my opinion, about as low as it will go. The mills had been accumulating while the demand was not so great.

"As for the future, bankers I have talked with give me the definite impression that the mortgage situation will be better in 1954, and there is no question but that it has improved during the past six months. Distress mortgages have been taken up and it is possible to get par money in this area. However, we have been better off here than they have been in the East."

Being occupied with his homebuilding projects, Carter did not enthuse greatly over the repair and modernization field, but he conceded:

"Repair and modernization is always a lucrative field and a big field, and it should be worked heavily. But it is a field that we in the business seem to neglect when homebuilding is active."

* * *

While Carter spoke forthrightly on the future of lumber and lumbermen, the attractive Mrs. Carter sat quietly nearby in the living room of their gracious home, listening to the question and answer repertoire—and to the rain pouring down outside. The street had been prepared for paving, it was a quagmire and the lady was wondering, she explained later, if she would be able to negotiate the mud with her car and keep an appointment.

She professed a total ignorance of the lumber and homebuilding business, but she did admit to a major assist in one of the Dale Carter projects.

When Carter built Utica Square, the ultra-modern Tulsa shopping district, the architects provided for everything that should go into such a shopping center. They not only designed buildings for the various types of business, but specified the character and type of operation that each should afford to maintain prestige of the center.

So the plans included the design for a restaurant, which was built, and a prescription for the type of management and cuisine it should provide. Mrs. Carter's part in the success of Utica Square began taking shape at that point.

"We searched everywhere—the East, the South, the North—but we could not find the right type of manager for the restaurant," she explained. "When it began to get a bit embarrassing because the restaurant had not opened, it was suggested that I run the restaurant," she said, with rising inflection on the final word.

"So finally I did. I moved in and decorated and
(See DALE CARTER SAYS page 69)



★ DALE CARTER is seen above with his wife and the handsome, engraved silver tray which was presented to him in October by the Oklahoma Lumbermen's Assn. in appreciation of his leadership as 1953 president. He owns and operates two retail yards in Tulsa—the Dale Lumber Co. and the Carter Lumber Co.

sewer gas
can't harm
CLAY PIPE



Once Engineers specify CLAY pipe, they quickly learn from contractors that OCONEE service is prompt and complete. This means CLAY PIPE—vitrified—salt glazed—smooth—strong—durable—fully inspected to meet ASTM and Government specifications,—promptly delivered in all standard sizes, with a full complement of fittings and kindred products.

Neither sewer gases, acids, alkalies, nor corrosive liquids affect OCONEE Clay Pipe. IT NEVER WEARS OUT.



SPECIFY

Vitrified

OCONEE

CLAY PRODUCTS COMPANY

**MILLEDGEVILLE
GEORGIA**



C-150-2A

How to hold a productive

**Texas dealer uses
contest and prizes
to attract 2,000**

By Baron Creager

★ When Paul Brown opened the new yard of the Brown Lumber Company, he used a gimmick that got approximately 15 per cent of the 15,380 people of Sweetwater, Texas, into the store for actual examination of merchandise stocked under 12 general classifications.

The attendance during the two-day opening in May '52 was 2,000 people! All of them made a complete, conducted tour of the store and yard, and most of them took mental or written notes on the many products in each department. And eventually, through a prominently-displayed news report in the *Sweetwater Reporter*, all of that Texas city and the surrounding territory learned that the Brown company stocks 4,395 different items.

This was accomplished by offering a first prize of a \$100 bill to the individual who submitted the nearest guess on the total number of different items in stock.

"For this purpose," Brown explained, "I identified the various departments of the business, of which there are 12, including a grouping of 'miscellaneous merchandise.'



"I spent considerable time compiling an accurate list of the different items in each department. It was something of an education for me, incidentally, to find out just how many items we stocked for sale.

"For example, in lumber there are 460 items. In the paint department there are 560, and in miscellaneous another 575. When I got through I found that we had a total of 4,395 different items for sale!"

Brown had a supply of slips printed, 2½ inches wide and 4¼ inches deep. The slip listed the 12 product departments — lumber, hardware, builders hardware, tools, moldings, electrical, plumbing, paints, paint sundries, wallpaper, steel and wire, and miscellaneous.

"As each visitor entered the store," Brown continued, "he or she was handed such a slip and was asked to write opposite the department names an estimate of the items for sale in that department. When this had been done they were to arrive at a total and turn in the slip, signed with name and address on the back of the form.

"As it turned out, in two full days no less than 2,000 people wanted that \$100 bill and they wanted it enough to go through the whole store and lumber yard. It was quite a sight—the store and yard filled with people of both sexes and all ages, most of them with pencils, making a careful study of the merchandise and taking notes. Some of them asked for,

(See STORE OPENING page 39)





★ The management of Southern Sash of Sheffield believes in signs. Yes, indeed, in both the signs of the times and signs on your business establishment!

From the pictures on these pages it is easy to see that the buildings, store, and yard of this progressive northwest Alabama firm are bountifully and aptly posted with signs. More details on them within a few paragraphs.

But here is a list of the signs of

This aggressive dealer SELLS with SIGNS

the times that President J. C. Darby and his associates have profited by heeding:

1. The need for one-stop build-

ing service in a building material supermarket.

2. The stocking and selling of materials that customers want instead of those the dealer would like to sell.

3. The advantages of a firm operating more than one store or yard.

4. Easy credit for the small-budget customer.

5. Packaged selling of repair and modernization jobs as well as new homes.

6. Identification of your buildings, departments, services and lines through attractive, well-placed signs.

After expanding four times prev-



Nobody can come or pass near the plant of Southern Sash of Sheffield, in northwest Alabama, without knowing what this firm sells and the services it renders. The array of signs on the shop and yard buildings, 60 feet long and 300 wide, are seen at top. Made in the shop, the entrance sign at right stands by the big parking lot and next to a fence at the street front. The large signs above, on back of main store building, can be seen from an adjacent railroad yard and several downtown streets.



Signs, well designed and worded, are silent salesmen inside the Southern Sash store. At top, credit signs confront customers as they walk into the building material department. Signs on columns urge repairs and improvements. Center, neat product signs around upper walls are reminders, too. At right, one of the two live kitchens is used for actual appliance demonstration.

iously since its postwar start, Southern Sash of Sheffield last year remodeled and doubled its local plant into a building material super-market where visual selling and self-service are teamed to a customer's delight.

A major part of the 1953 expansion was incorporation of a modern appliance department, including two live demonstration kitchens. One is at the back of the store so that all callers must go past the many types of appliances to a cooking school or for a personal demonstration. The other is at the side.

In planning this store, Manager Darby recalls that "we studied everything in the trade journals, and then added some innovations of our own to materials merchan-

(See SIGNS SELL page 39)

This 3-D map sign on the back of the building material warehouse graphically shows the nation-wide sources of the quality products Southern Sash sells in Sheffield. At both ends of the block, electric signs flash arrows toward the plant and give its name.





Vice-President and General Manager Keith Kane, in striped tie, stopped briefly during the Gulf Stream Lumber Company's formal opening to pose with three key associates. The wide variety of merchandise and ample parking space are attracting many customers to this new Boynton Beach store. The modern, Florida-style architecture of the office building, shown below, resembles a home more than a commercial building.

In this new Florida yard EVERYTHING'S UNDER COVER

★ A warehouse designed for low-cost handling of lumber is a feature of the new Gulf Stream Lumber Company's yard at Boynton Beach, Florida. Although the company has 12 acres of ground space, "yard" is a misnomer in this case—for nothing is stored outdoors. Everything is under cover!

The lumber warehouse, largest of three on the grounds, is 200 by 270 feet, with a railroad spur track running through the center. The sides and ends are a series of sliding doors, each one giving access to a stock of lumber. The warehouse capacity is 1,500,000 board feet.

Railroad cars are unloaded by hand into the proper pile, according to size and grade. Manager Keith Kane feels the warehouse design makes this system cheaper than using pallets and lift trucks.

Surrounding the warehouse is a truck-loading platform. Trucks back up to the proper door for what is wanted and are loaded quickly.

A smaller warehouse, 32 by 32 feet, is used for cement storage. It also is served by a spur track. A third warehouse, 32 by 60 feet, is used for stock items. But part of the space is used for a woodworking shop equipped with planer, jointer, jig saw, and allied machines.

The new Gulf Stream Lumber Company plant fronts on U. S. Highway 1, the main thoroughfare between Jacksonville and Miami that has a heavy traffic flow the year around. A large red sign close to the highway draws the attention of passing motorists. The building containing the office and display room is set back about 100 feet from the highway, affording ample parking space at the front and sides.

The main portion of the display room has an all-glass front, making the store appear as one large window display. The building is 35 by 90 feet. The interior finish is Celotex wall panels, with cypress wainscoting and fixtures.

A compact display of paints occupies one corner of the store. The space on top of these two groups of shelves is used for display material—to catch the customer's eye with promotional messages. Screening is kept on a convenient roll-rack in a conspicuous part of the store.

The Gulf Stream Lumber Company is owned and operated by the people who have long run the Brown-Graves Company in Akron, Ohio, in the same line of business. Harold Graves Sr. is president, Harold E. Graves is secretary, and William J. Snyder is treasurer. Keith W. Kane, vice-president and general manager of the Gulf Stream store, formerly was with the Brown-Graves Company in Akron.



**This 60-year-old retail firm
boosts sales and good-will with**

CLASS FOR HOME WORKSHOP OWNERS

★ Although it celebrated its 60th anniversary in 1953, the Charlottesville Lumber Company in that historic Virginia city of some 25,000 population is still spry enough to adopt profitable new sales and public relations projects. The latest: 10 weekly woodwork classes for home-workshop owners.

President Albie Barksdale and his associates—ever alert to new ways to increase sales and public favor—launched the 10-week free course on the maintenance and use of home-workshop tools last September 23 and ended it November 25. Skilled mechanics from this dealer's millwork shop and sales staff demonstrated the proper use and care of home tools particularly powered units.

During the course, an average of 20 men a class watched CLC specialists create a footstool, coffee table, bookcase, and corner what-not shelf from lumber and plywood. Nails, glue, and other fasteners were employed.

Barksdale is quite enthusiastic over the results of this course and plans to have another on a little different subject. "Such a project brings men and women into our store and shop for the first time and lets our personnel introduce the wide variety of materials, tools, and supplies we have for sale," he said.

The Charlottesville Lumber Company scored again in public relations by staging an evening course in woodworking for home-workshop owners for 10 weeks last fall. The advertisement shown above and related publicity attracted about 20 "students" each Wednesday night. At right, the instructor works on a fancy footstool.

"We have not kept a record, but our salesmen agree that additional sales of tools, plywood, lumber, and other materials have already offset the money we spent promoting and conducting this course for workshop owners and the beauty of it is that many of these 'students' have become new, repeat customers for our yard."

Last summer for the third consecutive season, the Charlottesville Lumber Company was represented by a softball team in the local eight-team industrial league. Consisting of one-third employees and two-thirds personnel from this firm's subcontractor customers, the Lumberjacks team walked off with the league championship after being runner-up the two previous seasons.

The softball games are played at night in a city park, which is well equipped with bleacher seats and floodlights. The Charlottesville Lumber Company spends about \$300 a season for equipment and league fee to have this "living advertisement" before hundreds of customers and prospects.



ATTENTION

**Home Workshop
Owners**
and anyone interested in
**"Do it Yourself"
Projects**

Beginning Wednesday, September 23, from 7:30 p.m. to 9 p.m., classes on maintenance and operation of home workshop tools will be held at the Charlottesville Lumber Company, Avon Street.

This will be the first of ten classes to be held each Wednesday evening thereafter.

PHONE 2-5135 AND ENROLL TODAY!

Charlottesville Lumber Co.

310 AVON STREET

"We heartily recommend such a program to any dealer who likes to improve his public relations and will follow through on it," declared Barksdale.

This softball venture and other productive programs won for this Virginia firm a national award "for outstanding public relations" in the 1952 contest of the National Retail Lumber Dealers Assn.

The other programs that cinched this high honor included:

Donation of a *Lumbermen's Bookshelf* — as supplied by the West Coast Lumbermen's Assn. — to all six white and Negro high schools in the county and city. (This drew voluminous newspaper and radio publicity and letters.)

Participation in such civic groups

as the Salvation Army board, Kiwanis Club, Red Cross Blood Bank, and Festival.

Contribution of materials to a youth camp, churches, wooden lung project.

Widely advertised and welcomed Home Improvement Plan for re-conditioning run-down homes on installment terms.

Mounted in a frame in Barksdale's office is another national award of which the whole Charlottesville Lumber Company staff is proud—the Brand Name award for the outstanding building material retailer. It was presented in 1952 by the National Brand Names Foundation in its annual merchandising contest.

In celebration of the 60th anniversary of the founding of the business in 1893 by L. W. Graves, the Charlottesville company published a 32-page brochure recently in two colors. With knotty-pine patterned cover, the book included 43 advertisements from the national and local manufacturers and distributors whose products CLC sells. These covered the printing and distribution costs of the brochure.

It is filled with old and modern photographs of the mill, yard, plant, and store. Employees are pictured by department or group. That of the millwork staff, for example, includes 37 men! Another picture shows five grandsons of Richard Payne, who was employed at the plant 53 year ago.

Other pictures show the modern



"The Lumberjacks" had good reason to smile in the picture above for they won the 1953 pennant after being the 1951 and '52 runners-up in the Charlottesville industrial softball league. The team is sponsored by the Charlottesville Lumber Company, whose president, W. A. Barksdale Sr., is in center of top row. The team is composed of one-third CLC employees and two-thirds personnel of sub-contractors that work with this 60-year-old building material firm.

sales room and offices, which were featured in this magazine when the plant was remodeled in 1950. Another 12-picture spread traces a house job "from blueprint to you" in these pictorial steps: preparation of estimate, awarding of contract, completion of working drawings, taking of field measurements, preparation of cutting bills, five steps in the manufacture of millwork, and the completed residence.

With its expressed policies of in-

creasing services to meet the changing demands of today, and of employing and training in good craftsmanship, merchandising, and public relations, the children of veteran owners and contented workers, the Charlottesville Lumber Company is likely to remain a news subject in the newspapers as well as the trade press—and to be recognized for its meritorious enterprise by national trade organizations.



Current officers of the Charlottesville Lumber Company in the historic Virginia university city are the four men seen above. From left, they include: W. A. Barksdale Jr., secretary; C. B. Flewellen, vice-president; John S. Graves, chairman of the board and treasurer, and W. A. Barksdale Sr., president. Graves is son of the founder. The senior Barksdale is son of a partner in the partnership formed in 1909.

New Promotional Movie Contrasts New, Old Homes

Several building material manufacturers are sponsoring production of a new merchandising movie that will show the amazing contrasts between the homes of 1900 and 1954. The purpose of the film is to make viewers in old homes dissatisfied.

A 27-minute film for TV, trade shows, conventions, and local association meetings will be available early in the spring. A 10-minute version will be shown in over 3,000 commercial movie houses.

Sponsors of the full-color film are U. S. Gypsum, Reynolds Metals, Briggs Manufacturing Co., National Homes Corp., Westinghouse, General Electric, American Title Assn., Certain-teed Products, Congoleum-Nairn, Insulite Division of Minnesota and Ontario Paper Co., Yale and Towne, York Corp., Coleman Co., and the National Assn. of Home Builders.

"I'm Staying with Southern Yellow Pine Lumber"

By JIMMY HANKINS

★ **My slogan** as an active commission lumber salesman in the Memphis, Tennessee, trading area now—more than ever—is:

"I am staying with Southern yellow pine—it builds a better house!"

And here is why that's my slogan and position in the changing and fickle light-construction lumber market today.

Most every course in salesmanship stresses the point that a good salesman should know his own product and his competitors' product. The more I learn about my own product, and about my competitors' product, the more fully persuaded I become that Memphis should remain predominately a Southern yellow pine market.

In face of heavy pressure from some of my customers, and from about all my salesman competitors, I was forced in 1952 to make the decision as to whether I would combine the selling of another softwood species with Southern yellow pine, or continue selling yellow pine exclusively as my construction lumber line.

Some of my customers were in-

sisting that they could make more profit from selling No. 4 and No. 3 framing of the other species than from selling any lumber they ever handled. Everything that I could learn about the other species' No. 4 and No. 3 indicated to me that it was an inferior product compared to No. 2 Southern yellow pine framing.

Competitive salesmen of my acquaintance appeared to be waxing fat and growing rich selling No. 4 and No. 3 of the other species. The folk of the other species were always insisting that I was passing up a mighty good thing. Of course, I doubt that any of them realized that while they were concentrating on the sale of the cheap, easy-to-sell lumber that I was getting more than my share of the Southern yellow pine business. But the question was constantly before me, and I knew that some day I would have to decide which way I was to go.

In the spring I went on a tour of the Southern yellow pine mills in search of some premium stock. At the Crossett Lumber Company they showed me two train-loads of mature saw logs and told me how their operation was geared on a perpetuating basis to provide the

same kind of logs for their saw mills daily. As I looked at them in wonderment, my mind harked back to the wagging heads and pointing fingers of the graying lumbermen of the 1920's, all of whom advised me as a young man, "Keep your nose out of the lumber business—it is a dying industry—all the saw logs are gone—etc., ad infinitum."

Later, on this same trip, I was driving along through the majestic, perpetual forest of the Urania Lumber Company, near Urania, La. I stopped to appraise their grandeur. In a moment of reverie I made my decision—"I am staying with Southern yellow pine—it builds a better house."

Immediately upon my return to Memphis I determined to burn my bridges behind me—to nail down my good intentions. I ordered my year-end advertising, and therein announced to the retail lumber dealers that I intended to stay with Southern yellow pine. I also decided to prepare to add the sale of Southern hardwood to my business, so that I would have neither the time nor the inclination ever again to be tempted by the mirage-like allure of the profits from the sales of the other softwood species.

I began distributing my advertising in December, 1952. Last February I enrolled in the John W. McClure School for Hardwood Inspectors and attended it six hours a day, five days a week for five months. I completed this course of instruction in July. I have sold nothing but Southern yellow pine and a small amount of Southern hardwood since then.

As of now, it is evident that my commissions for 1953 will almost double my commissions earned in 1952. So, of course, I am still glad to say . . .

"I am staying with Southern yellow pine—it builds a better house."

Largest ACed Building

The largest air-conditioning system ever installed as one project in an existing building will cool the Fidelity Philadelphia Trust Building—largest office structure in the Pennsylvania metropolis—next summer.

Charles Fenn, Carrier Corp. vice-president, said the new year-round system will have a cooling capacity equal to five million pounds of ice melting daily. This will air-condition 29 floors and 618,248 square feet of office space.

With 52 years' experience retailing lumber, Albert E. Jones, center, still agrees with Wholesaler Jimmy Hankins, right, that "Southern yellow pine builds a better house." Jones is known as "the dean of Memphis retail lumbermen." The vested man at left is A. C. Jones, president of the Jones Lumber and Hardware Company at 2192 Lamar Avenue in the Tennessee city. Since his firm was organized in 1948, it has specialized in selling Southern yellow pine for framing and other construction uses.



For varied interior home improvements

Sell 'em HARDBOARD

★ **Hardboard** — in various densities and thicknesses — has so many uses for home interiors that hardboard panels virtually sell themselves to the home handyman, once he becomes aware of their possibilities. This offers the retail lumber merchant the opportunity to tie in hardboard with his Do-It-Yourself promotions.

Hardboard is available in panel sizes of 4'x3', 4'x4', 4'x5', 4'x6', 4'x7', 4'x8', 4'x9', 4'x10', and 4'x12'. Thicknesses include $\frac{1}{8}$ ", $\frac{3}{16}$ ", $\frac{1}{4}$ ", and $\frac{5}{16}$ ". This means that there is an economical size to fit almost any project.

Panels come in two forms — "plain" or "pre-finished." Plain (uncoated) hardboard panels — in medium-density or "standard" type and in the harder or "tempered" type — have surfaces that are smooth, scored, tile, or imitation leather.

Pre-finished hardboard (called

pre-finished wallpaneling by the makers) comes in these and other novelty patterns, such as marble or woodgrained.

In acquainting home-owners with this dense, hard, smooth-surfaced material, point out that it is easily worked with ordinary tools. There is no grain to rise or check and mar the surface. Hardboard does not split, splinter, or crack. It burns less readily than wood, although made mostly of wood fibers, because oils have been removed. It has permanent moisture resistance and can be depended upon to retain its dimension and shape.

Emphasize that less paint is needed and that a "professional" job is more easily attained on the

finish because the hard, non-porous surface takes paint evenly.

Typical remodeling and maintenance jobs for which dealers are recommending hardboard include:

Built-in cabinets and shelves.
Breakfast nooks and play-room bars.

Counter workspaces in kitchens, utility rooms, and workshops.

Adding closet space.

Children's furniture and toys.

Blackboards — easily made by covering hardboard panels with blackboard paint.

Covering small floor areas in the home that get unusual wear.

Covering old bathroom walls with scored hardboard, painted to resemble tile.

Portable partitions between rooms.

Built-in games, such as targets and ping pong tables.

Cornice boards.

Splash boards behind sinks and lavatories.

There are some applications where a plain hardboard makes the most practical covering for walls. Suitable for any room in the house, these panels serve the greatest purpose where walls may get rougher treatment — such as in utility rooms, children's rooms, and basement or attic recreation rooms.

Where other wall materials might chip or crack, hardboard will take much abuse with no ill effects.

Used on walls, hardboard panels are economically applied with mastic, eliminating furring strips. Most home-owners would need some guidance in this operation. But a short demonstration—plus a folder that contains application information, supplied at small cost by most manufacturers — should put the average home handyman on his own.

One of the most practical applications of hardboard in quantity is





Hardboard is an ideal item for "suggestive selling." Make store displays complete with all types and designs you stock, whether it is a small swinging display like that one at left at the Modern Builders and Supply Company in Goodlettsville, Tenn., or an attractive background for kitchen and bath fixtures like that below.

as an underlayment for floors of linoleum, asphalt tile, rubber tile, cork tile, or carpeting. Where it is known that a home-owner will use wall-to-wall carpeting, hardboard placed over the subflooring cuts the cost. This is helpful when the building supply merchant is trimming costs to help sell a complete house job and the customer has a limited down-payment.

Concrete forms are another increasingly popular use for hardboard panels.

A good display of pre-finished hardboard is worth every inch of floor space, as the great variety of patterns now offered by over 20 manufacturers prove tempting in themselves. These materials often tempt the home handyman to look for a place to use them in his handiwork.

Descriptive, colorful literature should be kept close at hand for such a customer to pick up and "mull over"—this helps sell him at home.

These pre-finished panels sell best for applications where a wash-

able, long-lasting surface is desirable. Properly installed, they economically replace tile in bathrooms and provide colorful walls for kitchens.

In remodeling commercial interiors, both plain and pre-finished hardboard panels are ideally used for counters, island displays, a backing on which to display merchandise on walls, and many display units designed for specific items. Surfaces on the pre-finished boards will take the hard beating often necessary in stores. Some hardboard is flexible enough to be curved for modernistic displays.

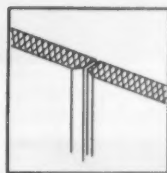
To sell more of this versatile material, make sure that the entire sales force knows about these many uses—and others that you may discover in helping specific customers. It is the ideal material for "suggestive selling."

Devote a sales meeting to ac-

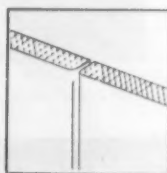


quainting your employees with the manufacturer's recommendations for hardboard thicknesses in various applications. Make sure they know how to figure a customer's job, using the most advantageous panel size to afford the least waste and to serve his purpose best.

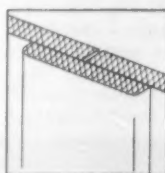
Greater individuality in wall applications is possible through variety in joining panels. Here are a few that are easily applied. The back of the utility closet on opposite page is paneled with perforated hardboard. Fixtures to hold a variety of articles neatly in place are merely inserted in holes at the desired spot. They are moved in seconds to accommodate other articles. On the front cover is a handsome installation of pre-finished hardboard panels in wood grain and solid black patterns.



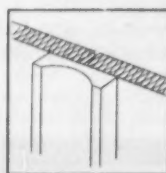
V Joint



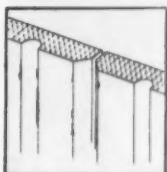
Rounded V Joint



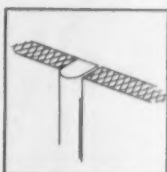
Presdwood or
Wood Batten



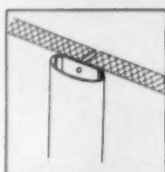
Wood Molding



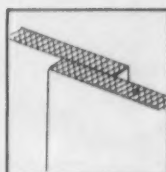
V Joint
With score marks



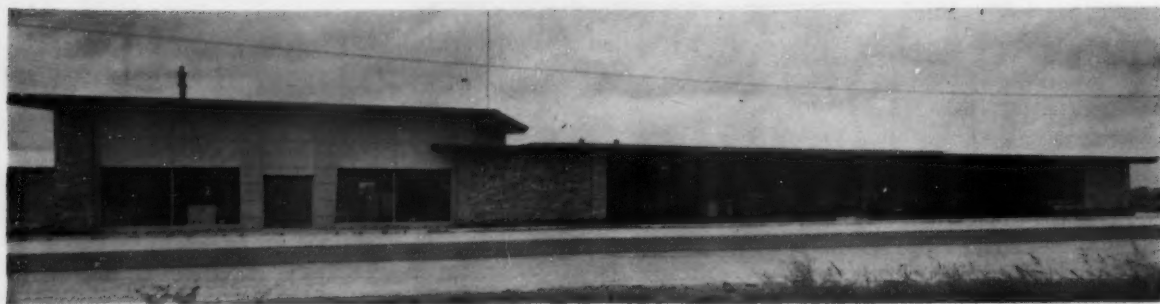
Bull Nose wood
insert



Snap-on Metal
Molding



Lap Joint



"Gourmet Shop" Brings in the Ladies

★ Somewhat a departure for the sales room of a lumber and building supply dealer, a "Gourmet Shop" has proved to be an effective traffic stimulant for the Builders Lumber Company in Alice, Texas.

There are eight other lumber dealers in Alice (population 16,000) and the Builders Lumber Company location is approximately one mile from the community center. Yet parking space, clean displays, and the Gourmet Shop have maintained steady traffic since the opening a year ago last March, according to Manager James R. Stroud.

The stock includes rare condiments, pure pepper and pepper mills for grinding, and items necessary for the back-yard barbecue expert—from aprons to portable pits.

Adjoining the Gourmet Shop is a glassware and fine china display. The latter includes samples of open stocks.

Manager Stroud gives full credit for the success of the Gourmet Shop to Mrs. Laura Jones, department manager, who capitalizes on opportunities to exploit the shop socially. She has invited hundreds of friends of brides personally to

inspect gifts available in the Gourmet Shop—and 75 per cent of those invited have accepted.

"In the event of an approaching wedding or birthday, I clear off a table in the Gourmet Shop and dress it up with articles I consider especially suitable gifts for the occasion," explained Mrs. Jones. "Then I get on the telephone and call friends of those involved, tell them what we have, and invite them to inspect our lines of gifts. In the case of weddings, there always are showers in advance for our shop to supply with gifts."

During the "outdoor living" sea-

son last year, the Builders Lumber Company conceived another stimulant for Gourmet Shop traffic. The company built and sold a score of Redwood tables, 3 by 8 feet, with stools or benches to match.

Gourmet Shop traffic has been instrumental in selling much other merchandise, such as builders hardware, appliances, tires, and farm and carpentry tools.

"No, I have never seen a Gourmet Shop in another lumber yard," Stroud admitted. "But I recommend it highly as a traffic builder and for long-margin sales in small, carry-away items."



With the cozy Gourmet Shop located in a far corner of the store, those seeking merchandise there can not overlook household and farm items. Leaving this part of the store, they see such heavier merchandise as appliances, television sets, and the model kitchen. Top photo shows the modern front of the Builders Lumber Co., owned by James H. and Joseph D. Vaello, in Alice, Tex.



washington NEWS

Housing Recommendations

The shape of things to come under the Eisenhower administration may be suggested by the recommendations of his advisory committee on government housing policies and programs, transmitted in a 42-ounce document last month by Albert M. Cole, chairman of the 23-man body that represented the major segments of the light construction industry. Its major objective is to assure that another million new homes will be built in the U. S. in 1954—to maintain the national pace set since 1948.

The introduction to the report, on which the President is expected to base his request for housing legislation to the Congress, explains:

"The President of the United States has asked for recommendations to develop a new and revitalized housing program. That program should meet the problems of housing and sound community development through a series of related actions. Recognizing this, no single recommendation of the committee could be considered an adequate solution in itself—the program must be closely integrated, comprehensive, and meet the twin objectives of satisfying the demand of the American people for good homes and the maintenance of a sound and growing economy.

"To accomplish these aims, action is recommended in five areas:

"First, a vigorous attack on slums and a broad effort to prevent the spread of slums;

"Second, the effective maintenance and utilization of existing houses;

"Third, a steady increase in the volume of building of new houses;

"Fourth, special assistance for families of low income;

"Fifth, reorganization of the Housing Agency itself for greater efficiency and economy.

"To wipe out existing slums and to check the spread of blight is a major goal of our housing program. To reach this goal we must remove houses and clear areas of our cities which are beyond recall; we must restore to sound condition all dwellings worth saving."

The proposed program's main points of immediate concern to building material dealers are those changing the terms for Title I and Section 203 home loans, and establishing a new Section 221 loan plan.

Class I-a loans to finance the repair and modernization of existing buildings would be increased from the \$2,500 present maximum to \$3,500 maximum, with the loan

period increased from three to five years.

Class I-b loans for the repair and modernization or conversion of multiple family homes would be increased to a maximum of \$10,000 per structure or \$1,500 per dwelling unit, whichever is greater, with up to 10 years to pay.

Title I, Section 8 loans for building low-priced houses would be made a new part of Section 203 of the National Housing Act, with the property and construction requirements remaining about the same, and the one-half per cent service charge continued.

Section 203 mortgage insurance would be provided on the same maximum terms and in the same maximum amounts to existing, as well as new, home financing. Loans would be insured on the basis of 95 per cent of the first \$8,000 in value and 75 per cent of the excess, with maximum terms for all Section 203 loans set at 30 years.

This easing of down-payments would result in a \$1,400 payment on a \$12,000 house instead of the present \$2,400, and a \$3,400 payment on a \$20,000 house instead of the present \$4,000.

To meet housing requirements for low-income families (and remove much of the necessity for public housing), the new **Section 221** would authorize loan insurance up to \$7,600 per unit for as long as 40 years, and for certified eligible owner-occupants up to 100 per cent of the FHA estimate of the property value. This would be done on a programmed basis, with the cash outlay required of an owner-occupant purchaser at a minimum of \$200.

The committee recommended that FHA include the so-called "open end" clause in its mortgage insurance contracts, to permit the mortgagee to advance funds later for repairs, improvements, modernization, and other permanent additions to the insured property.

NAHB Reaction

"This report recognizes the housing problems which face the American people," commented Emanuel M. Spiegel, president of the National Assn. of Home Builders, on the report of the President's Advisory Committee. "It provides a visionary approach to the problems of housing the very low-income family, of rehabilitating blighted or run-down housing, of financing modernization of existing homes, of keeping pro-

duction of housing at a high level.

"Its enactment into law should have high priority on the legislative calendar of Congress. However, the degree of success or failure of such a broad housing program will be entirely dependent upon the availability of mortgage money to finance the construction and sale or rental of the housing in question."

Eisenhower Method

The work of this committee is an example of "deliberate planning" that characterizes the President's approach to the solutions to our national domestic problems. Such deliberate planning was the basis for the three-day conference by Eisenhower with Republican leaders before Christmas in preparation for legislative recommendations to Congress this month.

The President came out of these conferences as "Mr. Republican." But it will be difficult for him to find the leadership to replace that late, aggressive "Mr. Republican"—Robert A. Taft—in pushing through Congress the many pieces of major legislation vital to a continually prosperous and contented economy. Particularly so since the Democrats are riled by Brownell's censure of the party in the White case—and are eager to regain the majority power.

The Nation's Business?

On the premise that our nation's business is not merely "making money" but "constitutional government," *Nation's Business* magazine for businessmen devoted its January issue to "a report to the American people by the members of President Eisenhower's cabinet on a Year of Historic Change." The statements of cabinet officers as to the problems and progress of their respective Federal departments were followed by the critical analyses of experienced and recognized men.

The report by Secretary of Interior Douglas McKay, for example, was headed "Resources Return to the People." The analytical view by Wilbur Elston, veteran Minneapolis and Des Moines newspaperman: "From Paternalism to Partnership."

"For Business: Support, Not Spoon-Feeding" is the title of the report by Commerce Secretary Sinclair Weeks. The analytical view by Arthur E. Burns, George Washington University government expert: "Specialists Shape Commerce Future."



supply & demand



"B and Better"

An analysis of the predictions, prognostications, and trends in the building material industry for 1954 indicates that business should continue at a "B and Better" pace—now that shifts in defense requirements and the filling of inventories and consumer needs have spent the "A" tempo.

According to William Balderson, president of the Philco Corp., "businessmen should look ahead with confidence and put an end to recession talk. The year 1953 saw the last of government controls which for a decade restricted the free operation of our economy. It was the first in many during which most raw materials were in adequate supply. Our customers had enough money to buy what they wanted and from whom they wanted."

New construction activity in 1954 is expected by government and industry analysts to drop only about 2 per cent from 1953's all-time annual high to total \$34 billion—for the second highest level of construction on the U. S. record. Moderate declines are anticipated for new homebuilding, defense and industrial construction. But all other construction categories—including modernization and repair work—are expected to outpace the 1953 rate.

"If housing starts come down, say to 975,000, additions and improvements will rise, nearly offsetting the decline in new home starts," predicts the National Gypsum Company's Melvin H. Baker.

To this, Johns-Manville's Harold R. Berlin adds that the construction industry salesman's "order book is likely to benefit from continuing good business in the commercial and institutional building fields and from a potential market of \$11.5 billion in maintenance, expansion, and modernization of existing structures.

A 10-to-15 per cent jump in sales of home power tools this year is foreseen by another industry spokesman, who points out: "The biggest customer for electric tools is the home repair 'amateur' who does his own work to save money, rather than the woodworking hobbyist."

The producers of hardboard, structural clay products, insulating siding, gypsum materials, aluminum, are planning on getting a larger share of the materials business this year. The lumber producers are planning to promote new and proven uses of wood for home construction and modernization.

Explains James R. Bemis, new president of the National Lumber

Manufacturers Assn.: "Lumber manufacturers are setting out to capture a greater share of the home remodeling and renovation market in order to offset an anticipated drop in new residential building. One step in this direction is the pre-packaging of lumber for the Do-It-Yourself trade.

"Lumber production for 1953 is figured at about 38.4 billion board feet—a shade above the estimated 38.2 in 1952. Lumber consumption is calculated at about 40.7 billion board feet for 1953, compared with an estimated 40.4 in 1952."

Ways to More Sales

Price reductions. More advertising. Improved products. Harder selling. Such are the measures being taken by the major appliance and utility equipment manufacturers to get a greater share of the homebuilding and home-owners' dollar this year.

One national manufacturer has slashed air-conditioner prices up to 24 per cent.

To attain an increase of 5 per cent in sales, General Electric plans to spend \$10 million more for advertising this year than last—an advertising increase of over 20 per cent.

Hotpoint is employing the latest methods and techniques of advertising, sales promotion, and sales training with the keynote theme of "Tell 'Em—Sell 'Em and Show 'Em." Like methods will be required for any dealer to hold or to increase his take in the buyers' market.

Three-Way Teamwork

Out of the Mid-Century Conference on Resources for the Future, held in Washington, D. C., in early December with 1,472 representative citizens present, came composite thinking on the development and use of our physical resources.

Presented at the general session by the section on Utilization and Development of Land Resources in regard to "Timber and Wood Products" were these ideas:

"During the past decade, favorable economic climate has combined with the necessity of converting to a second-growth forest economy to bring about conspicuous advancement in forest management, utilization, and marketing. It is certain that needs for forest products will increase materially during the next quarter-century, probably at an accelerated rate. Moreover, watershed protection and recreational values have become increasingly important and must be regarded as an integral part of forest development. . . .

"Research and education and technical field services are the activities most likely to bring progress and improvements in the field of timber and wood products.

"Research in fire prevention and control, pest control, reforestation, and forest management is a Federal responsibility, but not exclusively so. Private industries should give greater attention to applied research, while government should concentrate on basic studies. Recent trends have been in the opposite directions.

"The principle of Federal, state, and private cooperation in fire control should apply to pest control as well. There is disagreement over apportionment of responsibilities, but general approval of a trend toward increased state contribution. Above a reasonable basic standard, expense should be borne by the land-owner."

Smokey says:



**BE SURE it's
DEAD OUT**



**Remember—Only you can
PREVENT FOREST FIRES!**

Wholesaling Only Now

The Royal Lumber Co., Inc., of Front Royal, Va., on January 1 discontinued their retail store and yard to become lumber wholesalers exclusively. The firm had been retailing since 1937.

From the Royal Lumber Company's branch office in Atlanta, Ga., each Friday, Jack Gilliam's Market Report is published. It gives average current market prices, FOB mill, based on Georgia main line, for common grades of Southern pine, random lengths loaded in box cars, specified lengths, and other items.



industry NEWS

Southeast Dealer Show Set for November 2-5

The second annual Southeastern convention and show for building material dealers will be held at the Biltmore Hotel in Atlanta, Ga., November 2-5, 1954. The theme for this dealer meeting will be "Merchandising, Selling, and Training."

Announcement of the 1954 Dixie convention-show dates was made following a meeting of the co-sponsors with representative Southeastern sales managers of building material manufacturers and distributors. These men agreed that a regional convention with exhibits offers the dealers and manufacturers, as well as the wholesalers and jobbers, a better opportunity for introducing the latest merchandising methods that will generate more material sales.

The managing officers of the three co-sponsoring associations — Mrs. Marie Bennett, Florida Lumber and Millwork Assn.; R. O. Brownlee, Tennessee Building Material Assn.; Joseph G. Rowell, Building Material Merchants of Georgia—have extended an invitation for other dealer associations in the Southeast to join in as co-sponsors of this sales stimulator.

In a joint statement, these association officials said:

"We hope that the enthusiastic reports about the excellent program and show held last October will persuade them to realize that—

"1. Most all trade industries are developing regional conventions and shows—primarily because they are vastly more productive and profitable.

"2. A regional convention and show attracts far greater attendance from all divisions of the trade—and from a much larger area.

"3. A regional convention and show is a source by which the dealer may broaden his knowledge more extensively on what is new in the industry and, by comparison, learn more about the salient features of the products he sells.

"4. A regional convention and show avoids a duplication of time, effort, and expense.

"5. A regional convention and show, because of its larger attendance, warrants greater expenditure for program features and, consequently, provides a more helpful program for all concerned."

The 1954 Southeastern dealer convention and building material show will be promoted, managed, and di-

rected by the steering committee for the co-sponsoring associations.

Exhibit space contract forms are to be available in March. So are room reservation and program details.

NAHB's Largest Show?

The National Assn. of Home Builders will observe its 10th anniversary convention and exposition with the most elaborate convention agenda and the largest building products show in its history, the convention committee predicts.

A record attendance of 20,000 builders, architects, suppliers, and others from the industry are expected to attend the meet in Chicago's Conrad Hilton and Sherman hotels, January 17-21.

Top convention attraction for many builders will be "how-to-do-it-better" technical presentations, designed to acquaint builders with up-to-the-minute "tricks of the trade" and the latest developments in construction methods. By popular demand, this type of program material will be stressed all five days, according to Chairman Henry Fett, Michigan builder.

Scope of Dealer Contest Enlarged

Good merchandising—as well as good public relations—will receive special recognition in a new contest being conducted among retail lumber and building material dealers by the National Retail Lumber Dealers Assn.

As many as 168 certificates of award will be made to dealers submitting entries describing outstanding public relations activities or good efforts which combine good merchandising with good public relations.

The deadline for entries is March 31. Names of dealers who receive awards will be announced at the May meeting of NRLDA's board of directors.

To enter the 1954 Public Relations and Merchandising Contest, a dealer need only submit a brief letter, advertisement, clipping, or other description of what his company has done since last April.

The judges of the contest will be the editors of the building industry publications.

Special "National Awards" will be

made to the 10 entries ranked highest by the judges. In addition, "Certificates of Outstanding Accomplishment" will be awarded to the three best entries from each of the 48 states.

In each of the federated associations with more than two members on the NRLDA board of directors, one additional "Certificate of Outstanding Accomplishment" may be awarded for each additional board member.

An extra "Honorable Mention" will be voted for each other entry which the judges decide represents meritorious public relations or merchandising activity.

Explains the NRLDA brochure announcing the contest:

"The judges are not influenced by the appearance, the length, or the elaborateness of the entries. Just be sure that your entry describes what you have done clearly and completely enough to enable the judges to understand and evaluate it easily."

Woodward Advances to Ruberoid Presidency

Stanley Woodward is the new president of the Ruberoid Co., manufacturers of asphalt roofing and asbestos-cement building materials, effective January 1. At the same board meeting, Herbert Abraham was elected to the newly-created post of chairman of the board of directors.



Woodward became executive vice-president in 1950. He has been with Ruberoid for 25 years. He was vice-president in charge of the Southern

division at Baltimore, Md., to 1950.

Woodward has been connected with the building material industry all of his working life, first with the Warren Chemical and Manufacturing Co. (New York), and later with the Barrett Co., Birmingham, Ala. and New York.

Prior to joining Ruberoid, Woodward was vice-president of the Continental Roofing and Manufacturing Co. of Baltimore, Md., and Mobile, Ala., which he helped to organize in 1922.

This Southern firm was acquired by Ruberoid in 1928.

Shipped to N. C. Port

The first shipment of what may be a sustained movement of West Coast lumber through the Wilmington, N. C., port arrived December 10. It consisted of 1,250,000 board feet.

This first shipment was a "trial run" to determine costs, ease of operation, and other factors involved in handling lumber through the Wilmington port.



'CUSTOMER CONTEST' WINS FOR ENID DEALER

This window display of various lumber samples, attractive home-building aids, and a message about owning your own home is part of a plan that won the National Home Month publicity contest for the Antrim Lumber Co. in Enid, Okla. AMERICAN BUILDER magazine sponsored the competition for dealers.

This lumber company handed out contest blanks to customers and passers-by to identify 21 species of lumber on display in the window. They could get help by looking for the same lumber types inside the store. Then, in 50 words, each contestant told why everyone should own his own home, and checked possible improvements he might make in his home or whether he wanted to build.

This contest helped locate many prospects and increased store floor traffic, according to Manager A. P. Morgan.

Marquette Cement Buys Ohio, Ga. Mills

Purchase of the Southern States Portland Cement Co. at Rockmart, Ga., and of the Superior Cement Division in Ohio of the New York Coal Co. by the Marquette Cement Manufacturing Co. on January 1 made Marquette one of the five largest cement companies in the nation.

These plant acquisitions will increase Marquette's annual cement capacity approximately 2,000,000 barrels. They expand Marquette's marketing area to include the industrially rich Ohio and Kanawha river valleys in Ohio, West Virginia, and Kentucky, and to the whole state of Georgia.

Both the Superior and Southern States cement companies will continue in business, differing only in new incorporation as Marquette-owned sales subsidiaries. Their original policies, brand names, and personnel will remain essentially the same.

From new Atlanta, Ga., headquar-

ters, the Southern States firm will be headed by W. B. Elcock as president and J. O. Lane as sales manager.

W. B. Carter, formerly sales manager for the Superior Cement Division, will be sales manager of the new subsidiary, the Superior-Marquette Cement Co. at Portsmouth, Ohio.

Production of both mills—that in Georgia, that in Ohio—will be increased soon from about 800,000 to 1,000,000 barrels of cement a year by adding new equipment.

Ex-Machinist Wins Top Plywood Prizes

Proof that a well-planned and managed sales contest pays off is afforded in the results announced by the Douglas Fir Plywood Assn. for that run nine weeks last fall to push plywood sales to retail lumber dealers.

Sales for the 1953 season contest were 20 per cent greater than for the same portion of 1952!

To spark the efforts of some 4,000 salesmen calling on the nation's 27,000 lumber retailers, DFPA offered 150 national and regional prizes.

These included a \$5,000 around-the-world flight for the top winner and his wife and six \$1,000 top regional prizes. These rewards lured 1,564 salesmen into the wholesale competition.

Grand champion was 32-year-old Jack Mackay, salesman traveling the southern Jersey territory for the Georgia-Pacific Plywood Co. from the Philadelphia warehouse. He turned to selling after World War II because a shell wound in his hand kept him from returning to his trade as a machinist.

He admitted that to win the world flights and a \$1,000 regional prize he had to use every bit of the salesmanship he learned in night-school courses, in the G-P sales training program, and in four years of selling.

Mackay even resorted to personally delivering some of his sales to customers on a borrowed truck. All this helped him to sell 748,563 square feet of plywood—double his 1952 volume.

Among the top 10 national winners were Douglas Purcell, Greenville, S. C., salesman for Associated Plywood Mills, Inc., \$200; and Arthur G. Hofmeister, Central Building Supply, Inc., Baltimore, Md., \$150. Nine of the 10 national prizes were won by salesmen in the Northeastern region.

Kenneth K. Oringerff, APMI salesman in Dallas, Tex., won the \$1,000 South Central regional prize. Purcell won the Southeastern regional prize of \$1,000.



WILLARD B. OTT has been appointed assistant sales manager of the building products division of the Philip Carey Manufacturing Co., Cincinnati, Ohio. He will be concerned primarily with the distribution of Carey Thermo-Bord, a structural and insulating panel. He moved to company headquarters from Minneapolis, where he was a salesman.

Studies Forest Genetics

A new forestry research laboratory was unveiled at Texas A & M College November 17 for the study of forest genetics.

The research facilities consist of a greenhouse and laboratory where technicians will strive to develop more hardy and profitable strains of trees.

Instrumental in raising funds for the project was Ernest L. Kurth, of the Angelina County Lumber Co. in Keltys.

14,359 N. C. Tree Acres

New tree farms in Graham and Swain counties in North Carolina were dedicated at November ceremonies.

Senator Alton A. Lennon was the principal speaker. Roger W. Wolcott, president of the North Carolina Forestry Assn., presented Tree Farm certificates to the Bemis Hardwood Lumber Co., Robbinsville, and to the Edward J. DeWitt lumber firm of Chicago, Ill., and Swain county.

Also on the program were Stanley F. Horn, *Southern Lumberman* editor; Sidney Ferguson, chairman of the Mead Corp., and Percy B. Ferebee, president of the Citizens Bank and Trust Co. in Andrews.

personnel parade

Fir Door Institute . . . The new managing director of this national promotional and advertising group of Douglas fir door manufacturers is **JAMES F. FOWLER**. Formerly service representative for the Douglas Fir Plywood Assn. in the Boston, Mass., district, Fowler will manage FDI affairs from headquarters in Tacoma, Wash.

American Concrete Institute . . . **WILLIAM A. MAPLES** recently was named secretary - treasurer, after serving on the institute staff for the past five years. He was managing editor of the institute's *Journal*.

Reynolds Metals Co. . . . **ARVO AHO** is now sales promotion manager for the building products division. Formerly he was merchandising manager of the Dayton Rubber Co. and an account executive with an advertising agency.

Clearview Louver Window Corp. . . . This firm has appointed **LOUIS P. KNIGHT** as sales promotional manager. His experience in the jalousie and awning field includes association with the Albritton Engineering Corp. of Houston, Tex.; Superior Aluminum Awning Co. of Atlanta, Ga., and Zephyr Awning Co. in Houston.

American Standards Assn. . . . **LEO V. BODINE** has been named to membership on the board of directors. Widely known for his work on national committees concerned with forest products, he is executive vice-president of the National Lumber Manufacturers Assn.

Minneapolis - Honeywell Regulator Co. . . . **HAROLD W. SWEATT**, president of the company since 1934, has been advanced to chairman of the board. He succeeded **MARK C. HONEYWELL**, who is now honorary chairman. **PAUL B. WISHART** was promoted to president from vice-president and general manager.

E. L. Bruce Co. . . . **NORMAN SPEER** has been named a direct factory representative for this millwork firm. He will maintain liaison between the Memphis, Tenn., home office and field representatives. He will also represent the Bruce firm at 16 retail dealer conventions.

Honors Gideon Firemen

The Gideon-Anderson Lumber Co. recently entertained the volunteer firemen of Gideon, Mo.

After a turkey dinner, the firemen and other lumber company guests saw three films relating to fire fighting and safety.



Kelley Names Lea General Sales Manager

John S. Lea, above, is new general sales manager of the Kelley Manufacturing Co. in Houston, Tex.

A native of Knoxville and a graduate of the University of Tennessee, Lea formerly was sales manager of the F. W. Heitmann Co. and manager of a Morrison, Ill., building supply firm.

In his new position, Lea will handle sales planning and promotion, advertising, sales training, and pricing policy. He is a member of the executive committee.

George Reese is now sales manager for Kelley's steel warehousing division at Houston and in the branches.

Carl L. King is the Kelley salesman in west Texas, with headquarters at Abilene. He attended Texas A. and M. College.

New Council Studies Better School Design

A National School Building Research Council which will seek to provide better guides in the construction of educational plants for America's children was formed recently at a Texas conference on school costs, design, and construction.

The conference was sponsored by Southwest Research Institute, the Texas State Assn. of School Administrators, and the Texas State Assn. of School Boards.

Unanimously named as a nucleus for the national council were the following architects: **Philip Will Jr.**, Chicago; **O'Neil Ford**, San Antonio; **William Caudill**, Bryan, Tex.; **Donald**

Barthelme, Houston, and Sam Zisman, San Antonio.

Throughout the conference, speakers emphasized the great benefits to be gained by children privileged to live and learn in an esthetically and technically fine environment, and the hazards faced by the nation if it failed to provide a spiritually and physically healthful atmosphere for future generations during their formative years.

The three-day conclave considered such things as new school design concepts; new construction techniques; the planning, programming, and financing of construction; design and technology problems; and the mechanism for stimulating progress through close collaboration of all groups concerned.

Training Course for Mid-Atlantic Dealers

For the eighth consecutive year, industry leaders, Middle Atlantic Lumbermen's Assn. executives, and Pennsylvania State instructors are teaming up to offer a Retail Lumber Institute.

This training program will be held January 18 - February 12 at Ogontz Center, Pa., near Philadelphia, and is limited to 40 students.

Instruction covers products and their performance, business subjects, construction and estimating subjects.

For application blanks and details, write the association office at 1528 Walnut St., Philadelphia 2, Pa.

Alabamian Wins Russwin "Key to Opportunity"

An Asheville, Ala., dealer—Perkins McClendon, of the Teague Mercantile Co.—won first prize in the recent nation-wide "Key to Opportunity" promotion staged by the Russwin and Edwin Division of the American Hardware Corp.

Dealers' names were submitted to the Russwin firm, which mailed a key back to each dealer. McClendon's key fit the lock brought into his store by a Russwin salesman, after a drawing in the lock firm's headquarters.

Winner McClendon was offered his choice of a free trip to the Cotton Bowl game for himself and one other person, or \$500.

Wayne Hoyle, Cleveland Lumber Co., Shelby, N. C.; M. D. Lanier, Lanier Hardware Co., Metter, Ga.; Mrs. J. W. Green, Green Department Store, Sandy Hook, Ky., and E. W. Leesch, I and G N Lumber Co., San Antonio, Tex., each won \$200.

NEW CLAY PIPE PLANT IN MERIDIAN



THIS NEW \$2,600,000 plant of the W. S. Dickey Clay Manufacturing Co. was officially dedicated and placed in operation at 5721 First Street in Meridian, Miss., on December 18.

With a production capacity of 36,000 tons of clay pipe and related materials a year, this plant is said to be the most modern and automatic plant of its type in the nation. The first completely new clay pipe plant built in many years, it brings to six the plants operated by W. S. Dickey.

The other plants producing Dickey clay products are at Pittsburg, Kan.; Texarkana, Texas-Arkansas; Birmingham, Ala.; San Antonio, Tex., and Chattanooga, Tenn. This firm's annual production of over 220,000 tons of clay products is said to be approximately one-eighth of the nation's output.

Construction of this new Dickey plant was financed by the City of Meridian—to obtain a new industry that will employ some 150 persons with an annual payroll of \$300,000. Meridian residents voted \$1,650,000 worth of general obligation industrial bonds to finance the plant's erection.

The Dickey Co. added another

\$950,000 in the designing and installation of modern equipment.

Dickey's experienced engineers and sales officials point out that the clay sewer pipe produced at the new plant will be longer, straighter, rounder, and stronger because of the new methods and new machinery being used. The 4", 6", and 8" pipe is made on horizontal machines, the newest development in pipe extrusion.

The larger diameter pipe (10 to 36 inches) is also processed almost completely automatically. New type hydraulic presses form this pipe at 600 pounds per square inch, giving the product an extremely dense body and greater strength. Pipe of this size is commonly specified for municipal and industrial sewers.

Dickey's new plant will also produce vitrified wall coping, flue lining, drain tile, filter-bed blocks, septic tanks and flashing blocks.

The big plant has 10 periodic (beehive) kilns and one continuous tunnel kiln. With the added production afforded by this new plant, Dickey will be able to supply the South's increasing demands for vitrified clay sewer pipe promptly.

New Orleans Dealers Support Rehabilitation

Members of the Lumber Dealers Assn. of New Orleans, La., passed a resolution at their December 8 meeting to cooperate to the fullest degree with city officials and property owners in the city's new housing rehabilitation program.

Out-going President Ivan M. Foley was presented a double desk pen set, engraved with a message of appreciation for his services during 1953.

New officers for 1954 include Sol Singer, Singer Lumber Co., president; Norbert Markel, Markel, first vice-president; Walter S. Isaacks, Isaacks Lumber Co., second vice-president; Sam Cohen, Liberty Lumber Yard, treasurer, and Nina Meredith, Jahncke Service, secretary.

Directors are Edward B. Baldinger, George Kellett and Sons; John Watt Duffy, Duffy Lumber Co.; Bernard Goldsmith, Bernard Lumber Co., and Wilson C. Bourg Jr., Wilson C. Bourg and Son Lumber Co.

40 Years at Oconee

Oconee Clay Products Co., Mill-Edgeville, Ga., manufacturer of ceramic pipe, joints, brick, tile, flues, drain tile, and related products, has published a colorful booklet that tells the company's 40-year history.

It pictures the two extensive plants; the founder, the late Jesse Stephens Bone; president, Frank Edgar Bone, and other executives. It presents a picture tour through some of the operations.

Store Opening

(Continued from page 23)

and got, permission to use our adding machine to make calculations."

It was anti-climax that a 16-year-old newsboy won the \$100, for when the contest closed and all slips had been checked, this lad's guess was exactly the 4,395 that Brown had written on his master list. The boy was completely off in some of his department estimates, but they just happened to add up to the correct total.

Second prize was the decoration of one complete room, walls and woodwork, for which a name was drawn from the submitted slips. Attendance prizes were awarded at specified hours, for which names also were drawn.

Brown publicized the event with a substantial newspaper advertisement, four columns by 10 inches, on Friday evening. The opening ran through the following two days. Ice cream was served to youngsters while the adults enjoyed coffee and soft drinks.

"There was a sprinkling of farm people at the opening, too," Brown admitted, and that was quite satisfactory. But whether they were farm or city people, nearly all took

a solemn interest in the guessing contest. Only a few close friends and business associates declined to participate.

"Since then I have had letters from other dealers inquiring about details of our opening. Other lumbermen are interested since our procedure got the people in and actually had them inspecting all our merchandise.

"It was just an idea of mine. I have been to a lot of store openings, myself. In most cases they didn't seem to be well organized, so they were of limited benefit to the sponsor. In some cases there were prize drawings, for which visitors signed their names. But these drawings contained no stimulant for the visitors to learn more about their sponsor's business.

"So I got to studying about an opening gimmick that would draw people, and, at the same time, obligate them to become better acquainted with my business and what I have to sell."

A companion purpose of the opening was to acquaint residents of the Sweetwater area with the new location of the Brown Lumber Company.

Mr. and Mrs. Brown and their son, Lingo, partners in the firm, were forced to move their business when the previous yard property was condemned so it could be used

to make room for construction of a new street underpass. They bought the building then occupied by the Bryan Buck Lumber Company and remodeled and enlarged the yard. Located at 400 East Avenue A, it has been acclaimed one of the Southwest's most modern lumber and building supply establishments.

Sells with Signs

(Continued from page 25)

dising in this region." Sheffield is in the famous Muscle Shoals district of TVA development.

As the photographs show, there are no wall shelves and few permanent fixtures in this modern store. Low, mobile displays were designed to increase visibility throughout the large building for customers and personnel alike. They increase the ease of re-arranging and keeping the displays neat and clean.

Heavy, bulky materials are displayed on low platforms and racks.

Hand and power tools, builders hardware, table appliances, paint, and other small items are offered on gondola-type displays with open tops and pyramid shape.

Such a beckoning, convenient arrangement appeals to women shoppers and also to home handy-men who are in a hurry to get the tools and materials for self-application. Signs on the store columns and along the ceiling curtain walls speed the location of desired merchandise.

Other signs remind shoppers to "Use your credit" . . . "Up to 30 months to pay" . . . "Did you forget something?" These reminders increase sales and good-will.

Last August, Southern Sash of Sheffield sensed the business available in packaged home repairs and improvements. So Darby instituted a profitable Home House Doctor service. He selected a skilled carpenter and mechanic, A. A. Tucker, who was equipped with the tools and literature and plans in a specially decorated truck. This man roams the local byways and highways, offering his services to families whose dwellings obviously need repairs and filling orders for improvements.

The monthly-pay plan provided by Southern Sash more than doubles the amount of this repair



This garden tool "bar" is highly popular and profitable for the Brown Lumber Company in Sweetwater, Tex., in the spring and summer. Joining Manager Paul Brown in a refreshing pause before the Coke and coffee center is Mrs. Sybil Harrison, wallpaper and decoration specialist for this progressive firm. Materials and supplies are departmentized for impulse buying and self-service. Shrubbery enhances the front windows of the modernized store.

and improvement business, Tucker has found out.

Planning assistance and credit advice help this dealer to get his share of the new construction orders in the area, too. The home planning center is deliberately located between the two model kitchens in the appliance department!

There skilled employees consult with prospects and do estimating.

Close by are the handsome, complete rest-rooms for men and women. These serve as live demonstrations for plumbing fixtures, wall and floor tile, and bath accessories.

A continuous, well-planned advertising program brings in the customers and helps to pre-sell them on Southern Sash products and services. Materials are never priced by the item but by the quantity for a typical repair or improvement job, often with installation included — and monthly terms indicated.

Newspaper, direct-mail, and radio advertising is handled by James F. Crossno, advertising manager. He also serves the Southern Sash Sales and Supply Company, Inc., a separate business that distributes Ualco aluminum windows.

The advertising manager collaborated with Manager Darby to work out the copy and location of the signs. They keep everybody informed as to the services and whereabouts of Southern Sash of Sheffield. This well-integrated program of signs was based on sound principles of readability, adaptability, space utilization, and control of all space for your own use.

Southern Sash management planned their signs to do a selling job — and not just to fill up space. There is not a soft-drink sign on the entire lot except for that on a rented drink dispenser. Brand-name advertising is scarce as far as factory-furnished signs go. The firm had most signs naming brands prepared to suit its needs.

The quality of all these signs at Southern Sash is premium. They are painted by a local neon sign company on an individual sign basis.

For its trucks, employee uniforms, and printed matter, Southern Sash developed a sort of company trade-mark. On a dark green background these words are lettered in a white oval, in black and red:

"SOUTHERN SASH — FLOR-

Handy Display Yields More PLUS SALES

Being in a small town and trading area, the store of Murphy Bateman Building Supplies in Franklinton, La., is small and compact, too. But that doesn't keep Manager Leon M. Knight from packing a lot of items in the showroom. His portable screen-wire dispenser, at right, is close to the entrance for "impulse" sales. Not needing all holders for screening, Knight cleverly placed his stock rolls of weather-stripping and electrical cord at the top of the display rack.



ENCE • SHEFFIELD — BUILDING MATERIALS."

The name, slogan, and phone number are painted on all delivery and service trucks, of which this company operates 27 locally. According to Crossno, the signs for each cost approximately \$50. The slogan is:

"One call will do it all!"

Each truck also urges the customer to "STOP—SHOP—SAVE."

Southern Sash employs 30 persons in its Sheffield store. These include 15 salespeople, five shop mechanics, and 10 yard and delivery workers.

The new Florence store, opened last September, is managed by Ralph C. Jones. It contains 20,000 square feet of floor space for display and storage.

Southern Sash's first branch was opened in Montgomery, Ala., in 1951. It is managed by Warner Mathis and has 30,000 square feet of floor space.

In all three stores, this postwar power in retailing depends upon well-advertised brands of quality merchandise. These include Johns-Manville, Devoe, Spred Satin, Carey, Mule Hide, Hotpoint, RCA, Zenith, Sunbeam, and Ualco. The

latter line of aluminum windows includes casement, basement, hopper, jalousie, Twinsul, double hung, utility, awning, projected, and pivoted. They're made in the Sheffield plant of the Union Aluminum Company.

Six Southern Builders Enjoy Mexican Jaunt

Twenty builders from throughout the nation recently concluded a memorable, nine-day fishing holiday at the famed Mexican resort of Acapulco. The trips were grand prizes in a national contest sponsored by the Minneapolis-Honeywell Regulator Co., in cooperation with the National Association of Home Builders, to select builders who did the best job of merchandising their model houses during the 1953 National Home Week in September.

More than 700 builders entered the contest. A grand prize-winner was chosen from each of the NAHB's 20 regions.

The winners included I. H. Hammerman II, Baltimore; George Goodyear, Charlotte, N. C.; Fred G. Fett Jr., Brookhaven, Ga.; Frank Robertson, San Antonio, Tex.; Charles Freeburg, Memphis, Tenn, and Louis J. Zollinger, New Orleans, La.

Jobbers Hear Optimistic Forecasts by Industry Factors at Hollywood Meeting

THE HOMEBUILDING outlook for 1954 was pictured by an architect, a homebuilder, and a retail lumber dealer spokesman for members of the Southern Sash and Door Jobbers Assn. at their 14th annual winter meeting. More than 400 member jobbers, wives, and guests gathered at the Hollywood Beach Hotel in Florida for this occasion, December 7-9.

This panel on "What in 1954?" was filled by Alfred B. Parker, Miami architect and past-president of the South Florida chapter of AIA; Emil J. Gould, past-president of the Florida Home Builders Assn., and R. N. Ball, executive vice-president of the Louisiana Building Material Dealers Assn.

Asserting that there is a "deep seated prejudice against wood" for building in this area, Parker said that some of the prejudice is founded in fact and some in fiction. He admitted that termites, rot, and maintenance present a problem, but declared that proper selection and treatment of wood make this a useful home material in the South as well as one that is warm and psychologically favorable.

Parker told the jobbers to sell the many uses of wood to prospective homebuilders and remodelers. Besides its use in construction, he suggested built-in wood furniture and storage walls.

Gould said "I think now is the time to tell you that it looks like a million houses for next year. In spite of everything that has been said about the problems of mortgage money, the concern about over-

building, and the relatively soft character of the housing market during the past summer, we believe that our industry will produce just about a million houses next year."

Homebuilding, Gould explained, has been transformed almost overnight from a "craft" to an "industry." After the war, he said, "the overwhelming demand for houses was joined by the unprecedented opportunity to produce them, and homebuilding for the first time in history began the large-scale production of dwelling units before sale, rather than after sale."

Gould said that in 1948 houses had averaged 720 square feet, but that in 1953 they would exceed 1,000 square feet of living space. During the same time, three-bedroom houses grew from one-third to about two-thirds of those constructed.

President Horace Woods, of Houston, Tex., announced the results of a survey of what the association's 155-member companies represent in facilities and service. He said that they have 246 warehouses and plants in 19 states and the District of Columbia, although the bulk of the membership is concentrated in fifteen states. These warehouses have 10,202,667 square feet of space.

Management and sales employees total 1,039. With 7,756 other employees, the firms use 1,001 delivery trucks. In 1950 these firms handled 35,006 carloads of building materials; in 1951, 33,282.

The total average monthly inventory for the jobbers is \$41,728,087; the member company average month-

ly inventory is \$269,213. Total average accounts-receivable amount to \$27,681,361; the member company average is \$178,589.

After special meetings on the West Coast and East Coast, the Southern Sash and Door Jobbers Assn. will return to its usual meeting places in 1954, Secretary-Treasurer Barney Gallagher reported. The 19th annual membership meeting will be held at the Peabody Hotel in Memphis, Tenn., June 7-9. The 15th annual winter meeting will convene at the Roosevelt Hotel in New Orleans.

STRICTLY wholesale

NEW ORLEANS, LA.: **United Distributors, Inc.**, has been made distributor for Republic Steel Kitchens in southern Louisiana and Mississippi. An initial order for 340 kitchens from New Orleans builders marked the appointment announcement.

ROCK HILL, MO.: **The Tile-Craft Products Co., Inc.**, is now distributor



Past-presidents of the Southern Sash and Door Jobbers Assn. were honored at the closing luncheon at the winter meeting in Hollywood, Fla., recently. They included those seen below, from left: M. C. Davidson, Houston; W. A. Compton, Shreveport; W. Horace Woods, Houston, current president; Secretary-Treasurer Barney Gallagher, Memphis; Lon Worth Crow Jr., Miami, guest speaker; I. W. Gard, Miami; T. E. Addison Sr., Atlanta, and James M. Green, Orangeburg, S. C., former vice-president. Panel speaker in behalf of the National Retail Lumber Dealers Assn. was R. N. (Ned) Ball, at right. The managing officer of the Louisiana dealer organization, Ball explained the services and policies of the national dealer federation.



for the built-in gas cooking equipment made by Chambers of Indianapolis, Ind. It will serve the St. Louis area.

BUCHANAN, MICH.: The Clark Equipment Co. has revamped its dealer organization in the East to handle its newly-acquired Ross straddle carriers and fork truck lines. Under the new plan, Clark dealers will add these Ross products to their regular sales and service activities.

ATLANTA, GA.: The Peaslee-Gaulbert Corp. has added Republic Steel Kitchens to its line of products distributed by its Georgia branches. Peaslee-Gaulbert was established in 1866 as a paint manufacturer but soon branched out into distributing other products and ceased paint production in 1927.

TAMPA, FLA.: The General Engineering and Machinery Co. now is a distributor of Nelson stud welding fasteners and equipment. Stud welding guns, Nelwelder welding machines, and portable battery power sources will be available for purchase or rental through the Tampa firm, headed by W. A. Krusen.

NEW ORLEANS, LA.: Exclusive distribution rights for Waco sectional steel scaffolding equipment in southern Louisiana have been granted to the local **Waco Scaffolding Co.** M. J. Estrade is general manager.

DALLAS, TEX.: Sam F. McDonough recently announced the formation of the **Overhead Door Sales Co. of West Texas** and the opening of sales and service offices in Lubbock and Abilene. The West Texas company is an affiliate of the Dallas Overhead Door Sales Co. McDonough is secretary-treasurer; Dan F. McDonough, president, and John Wallace, Abilene manager.

ROANOKE, VA.: The **Richardson-Wayland Electrical Corp.** has been named distributor for Remington window and console room air-conditioners in western Virginia and southern West Virginia. C. W. Camper is the air-conditioning specialist for Richard-Wayland.

ATLANTA, GA.: David Schaefer has resigned as vice-president of **Central Woodwork, Inc.**, of Georgia, it has been announced by Paul Patton, president and treasurer of the firm. This wholesale company superseded the Georgia branch of the original Memphis, Tenn., Central Woodwork. It specializes in sash, doors, and plywood.

DALLAS, TEX.: Hugh Vestal has joined **Peabody Brothers** as an air-conditioning specialist. The Peabody firm recently was appointed to represent Remington room air-conditioners in Houston and Dallas.

Mounted "testimonials of appreciation" were presented to retiring officers of the National Building Material Distributors Assn. at the annual meeting in Chicago, Ill. None was any more pleased than charter president, John P. Ashton, of Des Moines, who holds his plaque here. At left is the new NBMDA president, H. M. Dooley, head of the Dooley Distributing Co., Saginaw, Mich.



Functions of Wholesaler Stressed at National Meeting of Distributors

THE NECESSITY for distributors to earn wholesale functional discounts by performing the time-proven legitimate wholesaling functions was emphasized recently by John P. Ashton, retiring president, at the annual meeting of the National Building Material Distributors Assn. in Chicago, Ill.

Over 250 persons, representing 175 building material wholesale firms in 30 states, attended the two-day meeting at which Ashton declared:

"In 1954, as building material distributors, we will have to face up to a real challenge. We must continue to be a factor—a dynamic and important factor—in the movement of building materials from manufacturer to retailer. We must emphasize the services we provide, we must demonstrate the benefits we offer in the saving of space and time and money, to the retailer as well as to the manufacturer. Otherwise, if we fail to meet this challenge, we may see a swing to the unsound, uneconomic and wasteful distribution method that by-passes the wholesale distributor of building products."

H. W. Prentiss Jr., chairman of the board of the Armstrong Cork Co., spoke on "Distribution Through the Wholesaler."

"The keener retail competition that is in the offing and which dramatizes the importance of speedy turnover, is in the wholesaler's favor," he said.

"Middlemen exist solely because there is a gap between producer and consumer; and middlemen will disappear only when that gap is closed up. Just how this breach is to be narrowed instead of widened, in view of the steady increase of population, the constant tendency toward specialization on the part of most workers and, above all, in view of

the growing proportion of urban as contrasted with rural population—is one of those problems whose easy and simple solution seems to rest solely with hysterical and crack-brained persons rather than with the constructive or the scientifically minded."

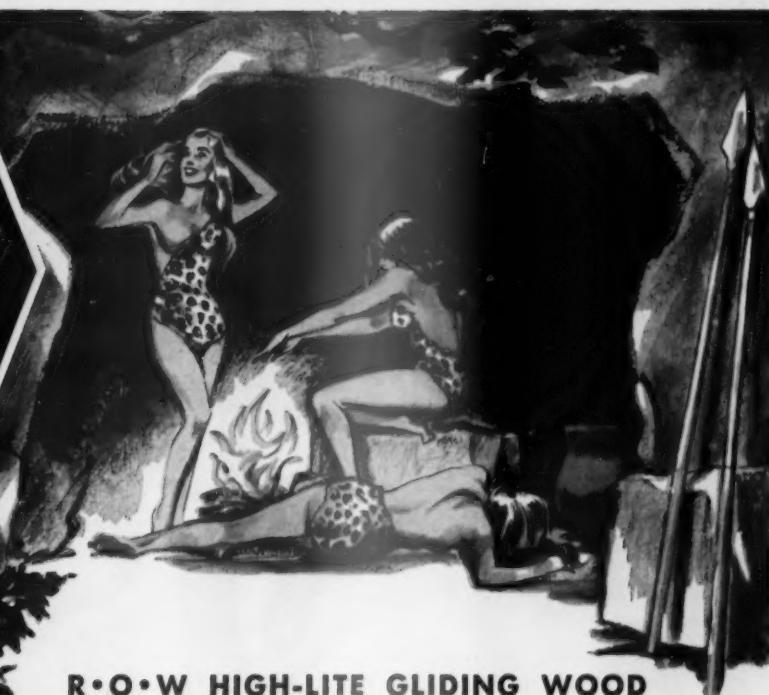
S. M. Van Kirk, general manager, reported that the association's rapid growth was accountable largely to the active support of the members. Membership in the NBMDA organization's 18-month existence reached 162 members in 32 states—from a start of 28 members in June, 1952.

Phil Hanna, financial editor of the *Chicago Daily News*, reviewed "The Building Outlook for 1954." He stressed the importance of the building industry in the national economy and predicted that 1954 should be another good year for the building industry, with particular emphasis on commercial construction.

Arthur Hood, editor of *American Lumberman*, talking on "Making Merchandising Partners of Lumber Dealers," discussed several ways by which the building material distributor could increase his sales volume. Hood indicated that by following the various suggestions he described, the distributor could increase his sales by 25 per cent in 1954, with an increase in profit of 50 per cent. "There is no limit to the human craving for better housing for our families, our commerce, our industries, and our culture," he said.

Among the new directors elected by the National Building Material Distributors Assn. were Charles Folsom, Bass and Co., Inc., Hopkinsville, Ky., and W. N. Fry Jr., Fischer Lime and Cement Co., Memphis, Tenn., for two years; and, for three years, B. W. Milling, Underwood Builders Supply Co., Mobile, Ala.

**THE FIRST
PICTURE WINDOW
DID PART OF
THE JOB!**



**R·O·W HIGH-LITE GLIDING WOOD
WINDOWS DO THE ENTIRE JOB!**

Removable R·O·W High-Lites excell in all five modern requirements — Privacy, View, plus all the fresh air wanted; Protection, Ventilation, and Space Saving.

The wise merchandiser knows that home owners today are demanding quality and good appearance. R·O·W High-Lite gliding wood windows together with the original R·O·W removable wood windows fulfill those requirements in every respect — another reason why R·O·W merchandisers make more money, faster. Ask for more details.



MANUFACTURED BY

R·O·W DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA



R·O·W'S . . . THE MOST POPULAR BY 2 TO 1



This Delivery System Got the Order!

J. B. RUTH, manager of the Clay Building Materials Company yard at Comanche, Tex., landed the order for 88 squares of asphalt shingles by employing the novel method of hoisting the bundles from ground to second-story roof shown in the photograph.

Ruth fastened skate-wheel (roller) conveyors on a frame from the ground to the 35-foot-up eaves of the Comanche Grammar School building.

A cable was run through a pulley at the top of the frame and fastened to the front end of a jeep.

The bundles of asphalt shingles

were pulled to the rooftop by backing the jeep!

Ruth figured out this hoisting method when the Comanche school board specified that delivery be made on the roof — and not the ground — in asking for bids on the 88-square order of interlocking asphalt shingles to re-roof the structure.

Ruth held his extra delivery cost with this method to just 10 cents a square.

Commission Men's Dates

The annual convention of the National Assn. of Commission Lumber Salesmen will be held at the Baker Hotel in Dallas, Tex., March 1-3, according to Secretary - Manager G. R. Gloor, of St. Louis, Mo.

The current president, B. C. Varner, has a commission sales office in Dallas. David E. Babin, of Memphis, is third vice-president.

To Address Contractors

Thurman Sensing, political and economic analyst and executive vice-president of the Southern States Industrial Council, will be a main speaker at the 1954 convention and show of the Mason Contractors Association of America. These MCAA activities will be held January 24-27 in Chicago.

Other featured speakers will be Clair Ditchy, president, American Institute of Architects, and James C. Downs Jr., president of the Real Estate Research Corp.

New Aptitude Tests Screen Job Prospects

With the publication of FACT—the Flanagan Aptitude Classification Tests — employers and vocational counselors have “an indispensable yardstick for working in the delicate field of career guidance.” So asserts Lyle M. Spencer, president of Science Research Associates, Inc., publishers of testing and guidance materials.

FACT is a battery of 14 aptitude tests which have been found through on-the-job analyses to be the necessary skills for success in 30 occupations. These occupations include accountant, businessman, office clerk, draftsman, farmer, mechanic, sales person, secretary, structural worker, and writer.

The 14 aptitude tests involved in FACT include inspection, coding, memory, precision, assembly, scales, coordination, judgment and comprehension, arithmetic, patterns, components, tables, mechanics, and expression.

The 30 different occupations require different combinations of the 14 skills—not high or equal ability in all, the author emphasizes.

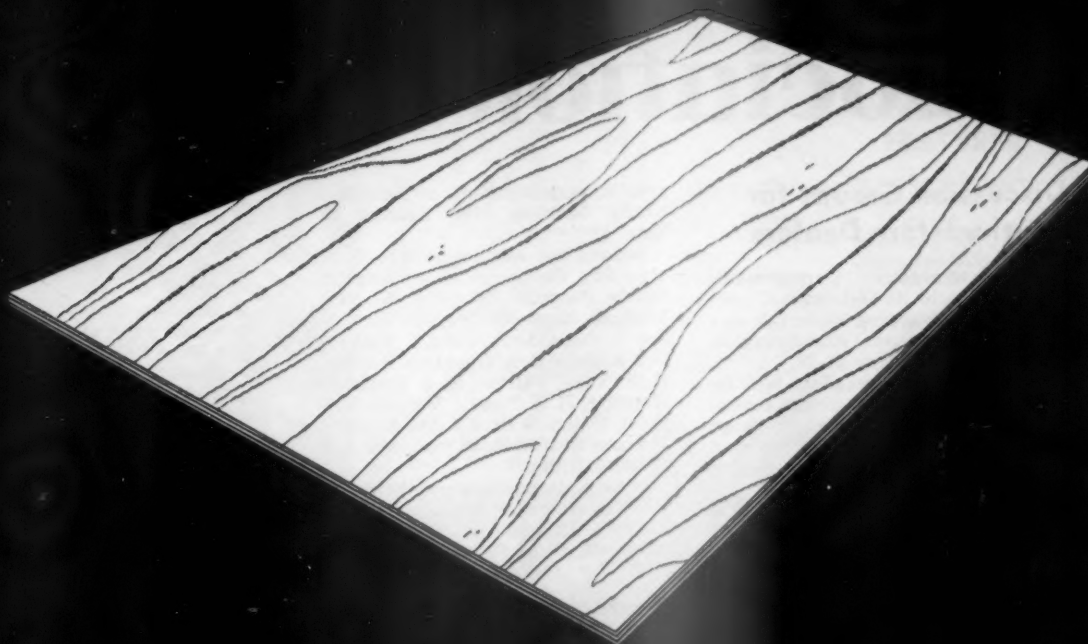
He is Dr. John C. Flanagan, psychology professor at the University of Pittsburgh, director of the American Institute for Research, and director of the Army Air Force aviation psychology program during World War II. The major accomplishment of this program was the selection and classification of aircrew candidates.

FACT is said to be simple for a vocational counselor to administer through easy-to-understand manuals. The publishers are Science Research Associates, Inc., 57 W. Grand Avenue, Chicago 10, Ill.

EASY INSULATION



The problem of condensation on hot and cold water pipes—and the resultant water streaks on ceilings and walls—is being overcome here by spirally wrapping the pipe with thin strips of Libbey-Owens-Ford superfine fiber-glass insulation. A wrapping of this fiber-glass around heating ducts also helps reduce heat loss.



"If we sold only one product,
it would be **FIR PLYWOOD!**"

"We move lots of fir plywood. We make a good
return on it, and we like to handle it."

Dick Cross
CROSS LUMBER CO., Merced, Calif.

How about you? Are you on the fir plywood profit band wagon? New building trends point the way to even bigger plywood profits. Feature fir plywood for built-ins and do-it-yourself jobs...for "bread and butter" sales in the new construction and remodeling markets. Your selling is backed by powerful national advertising, thousands of personal field calls—plus effective, practical dealer sales tools.

EXT-DFPA®



REMEMBER—your reputation is on the line with every panel you sell. Play it safe. Stock only DFPA grade-trademarked fir plywood. "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use. Other grades for other jobs.

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8 REASONS WHY IT PAYS TO PUSH PLYWOOD

1. easy to sell 2. hundreds of uses 3. fast turnover 4. bigger profits 5. nationally advertised 6. easy to stock 7. grade for every job 8. tested quality

association activities

Discussion Groups for Southwestern Dealers

The Southwestern Lumbermen's Assn. will hold its 66th annual convention and building materials exhibit at the Municipal Auditorium in Kansas City, January 27-29.

A highlight of the affair will be four dealer discussion groups covering the Mortgage Market, Package Selling, Do-It-Yourself Market, and Reducing Overhead for a Declining Market.

Space has been sold for over 150 exhibits.

Speakers and their subjects include Zenn Kaufman, "Showmanship in Business"; Lucile LaChapelle, "You Are Better Than You Sound"; Cayce Moore, "You and That First Million"; W. E. Difford, "Do It Yourself"; Fred S. Stephenson, "President's Address"; G. F. Hoppe, "Cash in on Curiosity"; Douglas R. Stringfellow, "What Price Peace," and Charles M. Hanna, "Mind Your Own Business."

Hoo-Hoo activities, entertainment for ladies, and displays of "Lumber Dealer of the Year" contest entries will provide the lighter side of the convention.

Lumbermen Contribute to Okla. Worlds Fair

The Oklahoma Lumbermen's Assn. will have an extensive exhibit at the proposed World's Fair in Oklahoma City in 1957.

Buildings already are being erected on the fairgrounds and a campaign started to raise up to \$35,000,000 to finance this fair. Some \$4,000,000 in bonds is now available. Much of the money will come from private industries erecting their own exhibit buildings.

The Oklahoma lumbermen's \$50,000 worth of buildings on the Demonstration Farm, which is a part of the fairgrounds, was cited as an example of what other groups can do.

Top Management Clinic for Texas Dealers

Early in December the Lumbermen's Assn. of Texas held its third top management school at Southern Methodist University. Wives were invited to attend the course in employee attitudes, conducted by Dr. Willis Tate. They all reported a

greater understanding of their husbands' business after hearing Dr. Tate.

Among the managers from Texas attending the school were: Ralph R. Burns, Houston; Robert E. Wheeley, Midland; Gene C. Traylor, Victoria; Joe Ruehs, Odessa; John T. Callison, San Angelo; J. A. Gaulding, Houston; B. F. Tepe, Pampa; B. J. Stahlman, Houston; H. S. Powell, Vernon; B. R. Scott, Dallas; Welton Sides, Amarillo; Malcom E. Hinkle, Pampa, and J. H. Gibson, Blum.

Others attending were Michael A. Benglis and Clayton Lacy, Lake Charles, La., and W. O. Anderson, Ardmore, Okla.

Kentuckians to Stress Selling, Management

"Better Selling" and "Better Management" will be the themes of the 1954 convention of the Kentucky Retail Lumber Dealers Assn. The group will meet January 11-13 at the Brown Hotel in Louisville.

Speakers for the first day include R. E. McConnell, association president; H. R. Northup, NRLDA executive vice-president; Arthur Goldman, market research director of Time, Inc., and Edward G. Gavin, editor of *American Builder*.

The second day's program will include addresses by Ashar Tullis, Louisville Red Shield Boys Club; Louis Bosse, Associated Industries of Kentucky; Joseph F. Leopold, National Tax Equality Assn., and Dr. Frank Goodwin, University of Florida marketing professor.

After a Wednesday morning brunch, a speech by Frank W. Lovejoy, vice-president of Socony Vacuum Co., will conclude the meeting.

New Coastal Bend Group Names Roberts President

Members of the Coastal Bend Retail Lumber Dealers Assn.—which includes lumbermen from nine Texas towns — recently elected LeRoy Roberts president. He is manager of the Nueces Lumber Co. in Corpus Christi.

Other officers include Phil Magee, Robstown Lumber Co., vice-president; O. T. Nicholson, Nicholson Building and Supply Co., secretary, and A. G. Engelking, Engelking Lumber Co., treasurer.

Directors are S. C. McFarland, A. J. McCall, Tom Lankford, Floyd Burt, R. O. Woodson, C. B. Smith, Dick Dawson, J. E. McCord, and Harold Marston.

War on Swindlers

The San Antonio (Tex.) Lumber Dealers Assn. has started a "war on swindlers."

In the Sunday real-estate section of a recent issue of the *San Antonio Light*, Horace Cox Jr., Malcolm Cobb, and Smith Kirby were pictured with a warning from them and other lumber association members about the operation of local crooks.

In a separate one-fourth page ad, signed by 50 reputable building material firms, citizens were urged to play it safe and consult a reputable member of the association.

it's a DATE

KENTUCKY Retail Lumber Dealers Assn.—January 11-13. Brown Hotel, Louisville. Exhibits.

SOUTHWESTERN Lumbermen's Assn. — January 27-29. Municipal Auditorium, Kansas City, Mo. Exhibits.

MIDDLE ATLANTIC Lumbermen's Assn. — February 3-5. Chalfonte-Haddon Hall, Atlantic City, N. J. Exhibits.

VIRGINIA Building Material Assn. — February 17-19. Chamberlain Hotel, Old Point Comfort.

WEST VIRGINIA Lumber and Builders Supply Dealers Assn. — March 12-13. Daniel Boone Hotel, Charleston. Exhibits.

CAROLINA Lumber and Building Supply Assn.—March 16-18. Municipal Auditorium, Asheville, N. C. Exhibits.

LOUISIANA Building Material Dealers Assn.—March 17-18. Jung Hotel, New Orleans. Exhibits.

TENNESSEE Building Material Assn. — March 23-25. Peabody Hotel, Memphis. No exhibits.

MISSISSIPPI Retail Lumber Dealers Assn.—April 5-6. Buena Vista Hotel, Biloxi. Exhibits.

FLORIDA Lumber and Millwork Assn.—April 8-10. George Washington Hotel, Jacksonville.

TEXAS Lumbermen's Assn.—April 11-13. Will Rogers Coliseum, Fort Worth. Exhibits.

GEORGIA Building Material Merchants—April 19-21. General Oglethorpe Hotel, Savannah.

KANSAS Lumbermen's Assn.—April 21-22. Lamer Hotel, Salina.

1954
another
E-Z-VENT YEAR

**A Pleasure
to Clean**

**--fun
to**

**open
--simply
turn crank**



Open and Close with finger-tip ease by turning the convenient crank.



Nothing could be easier than washing E-Z-VENT from the INSIDE.

E-Z VENT

has all the **BEST FEATURES**

- Streamlined — Smart — Attractive
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- Aluminum Hardware, Concealed (Operating Arm Steel)
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- Easy, Fool Proof Operation
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- All-weather Ventilation
-
- Locks Securely Weather-Tight
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- Completely Weatherstripped
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- Easy, Quick, Money-Saving Installation
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- Glazed Plain Glass Bedded in Putty
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- Made for Thermopane or Twindow

THE NEW

"Kind-to-Women" WINDOW

E-Z-VENT has swept into high favor in a relatively few months. The answer is simple. E-Z-VENT has what the present day homeowner wants. Feature by feature E-Z-VENT delivers beauty — convenience — protection and operating ease. The TWINS, TRIPLES and QUADRUPLES have one continuous piece Head Casing, Drip Cap, and MAIN SILL — Streamlined Mullions.

THEY FIT EVERY STANDARD WALL

E-Z-VENTS are so designed that they are readily adaptable to FRAME — BRICK VENEER or MASONRY WALLS. Built strong — of Ponderosa Pine — Toxic Treated for Long Life.

Write for Name of Nearest Jobber • Complete Information on Request

ROACH & MUSSER COMPANY

MUSCATINE, IOWA

Manufacturers of Thrif-T Woodwork for the Home

JANUARY, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



CONSTRUCTION FEATURES

SASH are 1 3/4" thick, glazed plain glass bedded in putty or open for Twindow or Thermopane. FRAME — Extra wide casings for ample nailing. HARDWARE — Aluminum, no cross operating shaft. No exposed hardware on outside when sash are closed. SCREEN — Aluminum.

THRIF-T
E-Z-VENT
WOOD AWNING WINDOW UNIT
With All-Aluminum Inside Screen

INGREDIENTS OF LIVELY DEALER CONVENTIONS



The 1954 dealer convention season is here! But, lest we forget, let's check back over successful ingredients of the 1953 conclaves and measure them against 1954 plans. Panel discussions were in style at most conventions last year—such as that for Tennessee dealers at Gatlinburg, participated in by the men shown above.

Convention exhibits not only feature the new merchandise of manufacturers and distributors, but also new services of the dealer associations. This scale model, at right, of Designer Howard Tatum's "Television Home" made a big hit at the Oklahoma convention.



Draw prizes are customary for attendance and excitement at dealer conventions, but occasionally an association will come up with an aggressive, imaginative project. For example: the "Keep Virginia Green" poster contest sponsored by the Virginia association annually. At left, officials view the winners—both posters and artists.

Dealer conventions often utilize a Hoo-Hoo concatenation and dinner as a means of fellowship and industry cooperation. At right is seen the Gatlinburg degree team that processed enough Cats to start a new Hoo-Hoo club in Knoxville.



You pay no higher premium for
PREMIUM QUALITY PALCO
Architectural
Quality
Redwood

Redwood is recognized as a premium quality lumber. Yet there's no extra premium charged for Palco Redwood's extra high uniformity of quality and grade. This is possible only through multiple economies and savings effected from the most up-to-date methods and equipment in Pacific's modernly equipped mills. Greatest care is taken throughout each step of manufacturing and shipping to avoid blemishes and imperfections in the finished product. Palco Architectural Quality is that extra premium quality and uniformity in Redwood that assures extra value at no extra cost. Specify Palco Certified Dry—it's a real buy



Palco Redwood is "tops"
in these outstanding qualities

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



THE PACIFIC LUMBER COMPANY

The best in Redwood—Since 1869

Mills at Scotia, California

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MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



hunches

New items dealers may find
profitable to sell — or use

WARM AIR HEAT. The Certified Floor-O-Level furnace is a gun-type, oil-fired, forced warm-air floor model. Approved by Underwriters Laboratories, it burns low-cost commercial No. 2 fuel oil. The fuel pump can lift fuel from an oil tank located at a lower-than-surface level. Furnace casing measures only 29½" from top to bottom and the floor grille is 24"x32".

Write for P528. Use coupon page 52.

SIMPLE COUPLING. The new Meca coupling is designed to ease and simplify the process of connecting tubing or pipe in any size range and for any purpose. In seconds, an inexperienced man can connect the tubing or pipe without threading, flares, ferrules, or tools. Press the spring clip, insert the tube, and release the spring.

Write for P529. Use coupon page 52.

POWER MOWER COVER. The Miller protective power mower cover is waterproof, durable, flame resistant, washable. It stays soft and pliable, and will not crack, mildew, melt, or freeze. Made of plastic, it protects the power mower motor and all working parts.

Write for P530. Use coupon page 52.

JOINTER, SAW SET. The Speed jointer and saw set for circular saws keeps saws in perfect cutting condition at all times. It is designed to take circle saws with diameters from 6" to 12", with ¼" to ¾" centers. Any small hammer and pin punch is used for setting.

Write for P531. Use coupon page 52.

SHOWER ENCLOSURE. Home-owners can make their bathtubs into shower enclosures with the Beauti-Dor tub enclosure. It comes complete in one carton for installation on any 5' or 5½' recessed tubs. The installer merely secures two slide rails on the walls and a bottom rail on the tub.

Write for P532. Use coupon page 52.

ALUMINUM DOORS. Alumi-Door all-aluminum doors for commercial and industrial buildings capable of spanning openings up to 60' in width are now available without using posts or mullions. Shipped knocked-down to dealers, they are braced and riveted with techniques borrowed

from the aircraft industry to give a permanent bonding. This makes warp or sag impossible regardless of size.

Write for P533. Use coupon page 52.

CLEANING "SPONGE." The Amsco sponge cloth is made of cellulose and has the absorption qualities of a sponge and the strength and flexibility of a cleaning cloth. The soft, lint-free surface makes it suitable for all cleaning chores. It is thin and easy to hold.

Write for P534. Use coupon page 52.

"TWEED" PLASTIC. Boltaflex plastic material is now made in a new tweedy, textured design in naturalistic colors. The design is available in both the supported plastic and the 12-gauge all-plastic material for upholstery and wall covering.

Write for P535. Use coupon page 52.

WORK BENCH. Tying in with promotions to sell more tools by displaying them on work benches, the Andy Brand Quik-Bild work bench is furnished in a ready-to-assemble kit. The package includes painted wood pieces, nuts, bolts, and screws. The Quik-Bild also can be used as a mechanic's work table, a parts bin, or sales counter. Several can be fastened together for industrial assembly lines.

Write for P536. Use coupon page 52.

CHIMNEY FLUE. The Thulman chimney is now made in a new size, with 7" diameter that provides 35 per cent greater capacity. It permits use of such units as a 150,000-BTU gas furnace, gas water heater, and gas home incinerator — all on one chimney. It consists of a vitreous enamel-coated steel flue, jacketed by two aluminum ducts.

Write for P537. Use coupon page 52.

DOOR CHIMES. Two Nu-Tone door chime designs have been announced. Model K-25, Hacienda, is made of copper, with a ship embossed on the front. Model K-23, Deluxe, has a walnut finish that blends with furniture and darker wall colors.

Write for P538. Use coupon page 52.

LOW-COST DRILL STAND. The model 5009 Porter-Cable vertical drill stand is designed for use with the new portable electric ¼" drill. It enables the operator to apply steady, powerful pressure with close control. It is attached or removed quickly without tools.

Write for P539. Use coupon page 52.

ROOM AIR-CLEANER. The "Dust-ronic" is a new electrostatic room air-cleaner said to reduce household dusting as much as 99 per cent. It

can be moved from room to room and uses about as much electricity as a 100-watt bulb. It offers relief to hay fever and asthma victims and has a fungicidal and germicidal solution that destroys germs and bacteria after they are caught on the filter plates.

Write for P540. Use coupon page 52.

"KING SIZE" TILE. Miraplas plastic tile is now made in a new "king size"—8½" square and thicker than most wall tiles. It has a flat, rather than cushion, appearance and gives walls a custom look. It is made in solid and marbled colors.

Write for P541. Use coupon page 52.

CAR UNLOADER. The Lake Shore 5200-B is a new belt-type hopper car unloader that handles gravel, cinders, sand, coal, and similar aggregate materials. The one-piece 18"-wide belt has a tensile strength of 2,000 pounds and will move 158 cubic yards of aggregates an hour. A companion conveyor, the 1800-T, is available for stacking and unloading trucks.

Write for P542. Use coupon page 52.

LIGHT SWITCH. The Feller Feather-Touch Switch responds to the lightest touch so that a housewife with arms full can flip it with her little finger. Rather than having the wires twisted around screws in the usual way, the Feller switch offers a flat and secure contact plate, simplifying installation.

Write for P543. Use coupon page 52.

CIRCUIT PROTECTION. The Mini-Breaker is a miniature permanent circuit breaker that fits like a fuse into any standard Edison base fuseholder. It is made in 10-, 15-, 20-, and 30-ampere ratings. When the circuit is broken, service is restored by pressing in and releasing the Mini-Breaker's shock-proof re-set button.

Write for P544. Use coupon page 52.

SEALS PIPE LEAKS. The Bel Connector is a cast-iron fitting that seals pipe leaks quickly, safely, and without cutting off the flow in the system. Made in two parts, it is joined by four screws. When screws are tightened, Neoprene sealing gaskets form a gas-tight chamber that equalizes pressure inside and outside the pipe.

Write for P545. Use coupon page 52.

FLUORESCENT PAINT. Improved Day-Glo Fluorescent Snow, a new product for decorating windows, boxes, gifts, and other objects, is now offered in a spray can for easier application. A new label design attracts customers' attention. Day-Glo Snow comes in five colors and white.

Write for P546. Use coupon page 52.

DO YOU WANT more information on any of these new products? Just mail the coupon on page 52 after circling the product number shown with item.

PLYWOOD QUALITY in 1954 *...as always*

We are not crystal ball gazers on world and national events. But of this we are sure—

In 1954 the various products of APMI will be *quality*, as always.

Fine Douglas fir gives us superb raw material. Modern mills give us excellent plant layouts and machinery. Veteran employees provide important know-how. More than 30 years of plywood manufacture gives us invaluable experience in serving you through our own sales warehouses. We welcome your inquiries.

ASSOCIATED PLYWOOD MILLS, Inc.

GENERAL OFFICES: EUGENE, OREGON
Plywood plants at Eugene and Willamina
Lumber mill at Roseburg

BRANCH SALES WAREHOUSES:

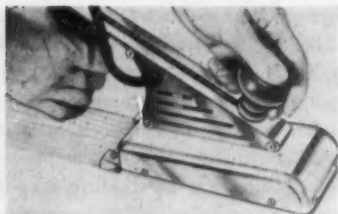
4268 Utah St., St. Louis, Missouri
4814 Bengal St., Dallas, Texas
4003 Coyle St., Houston, Texas
1026 Jay St., Charlotte, North Carolina
Worley Road, Greenville, South Carolina
925 Toland Street, San Francisco, California
Eugene, Oregon
Willamina, Oregon

SALES OFFICES:

31 State Street, Boston, Massachusetts
595 E. Colorado Street, Pasadena, California

product parade...

FAST PAINT REMOVER



A new electric paint remover for professional and household use quickly softens paint regardless of the number of coats and peels it to the bare wood grain as fast as 3½ square feet a minute.

Called the Shepherd paint remover, it is used on woodwork, floors, cupboards, doors, boats, and house exteriors. Recommended retail price is \$9.95.

Write for P547. Use coupon below.

NEW WINDOWS

The Per-Fit packaged window line includes a new sliding window and a glass block ventilator.

The "Job - Condition" horizontal sliding window is simply installed in a rough opening by nailing through the aluminum flashing fins. These fins are completely concealed after the exterior finish has been applied.

The unit comes packaged with both extruded aluminum trim and integral exterior finish trim. Wall thickness can vary from 4½" to 5½".

The glass block ventilator is of a heavy extruded aluminum and is made in all standard sizes and opening windows. It can be used with any width glass block.

Write for P548. Use coupon below.

STIPPLE TEXTURE PAINT

Luminall latex-resin stipple-texture interior paint covers cracked, uneven, and otherwise-marred walls. It is said to offer a new coating more durable and washable than the one being covered.

One coat is said to be sufficient, so no primers, sealers, or undercoats are required.

This Luminall paint is offered in colors that are mixed according to a formula chart. It shows the customer a wide variety of shades.

Write for P549. Use coupon below.

NEW HARDBOARD

Six of U. S. Plywood's 10 new Weldwood hardboard products are classified as dealer-grade materials.

They include:

Walltuf, a low-density, all-purpose panel in 3/16" and ¼" thicknesses.

Underlayment, a .215" panel.

Black Tempered hardboard, a tempered-grade panel treated with black dye and made in thicknesses of 1/10", ¼", 3/16", ½", and 5/16".

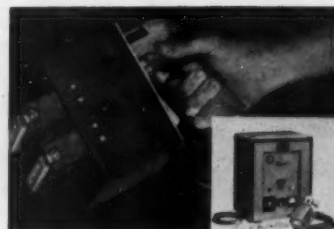
Siding, a tempered panel in 8' and longer and in widths of 12", 16", and 24".

Tempered Dekalux, for installation where both sides are exposed, in thicknesses of ¼", 3/16", and ½".

Dekaleather, an ¼" tempered panel simulating Spanish-grain leather.

Write for P550. Use coupon below.

ELECTRIC GLUE DRYER



A new Merit short-wave lightweight glue drying "gun" can be both positioned on the work and tuned by using only one hand. This feature

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

January, 1954

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

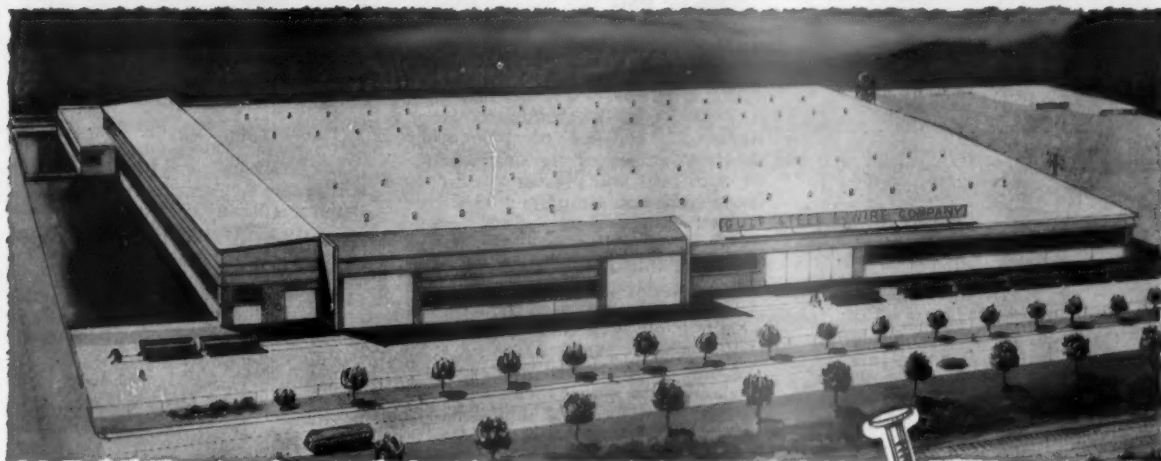
City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

P528	P529	P530	P531
P532	P533	P534	P535
P536	P537	P538	P539
P540	P541	P542	P543
P544	P545	P546	P547
P548	P549	P550	P551
P552	P553	P554	P555
P556	P557	P558	P559
P560	P561	P562	P563

Gulf Steel & Wire Co. Announces:

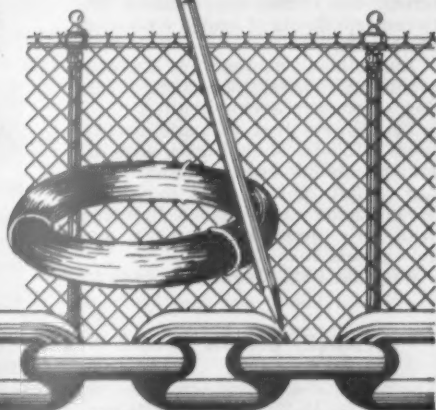
AMERICA'S MOST MODERN WIRE PRODUCTS MILL!



New buildings, new methods, most modern electronically controlled machinery of very latest design, manned by personnel thoroughly qualified by many years of experience!

These, and many other advantages, enables GULF to offer you the highest possible quality:

Chain, welded and weldless • Nails and staples •
Chain-link fencing • Concrete reinforcing wire
mesh • Steel wire: plain, annealed, galvanized.



There is a GULF representative near your city ready to give you quick and dependable service. Write us for his name.

GULF STEEL & WIRE COMPANY

BAYAMON 12, P. R., U. S. A.

B-0-6R

frees the other hand for easy positioning of work pieces while gluing.

The "gun" has a knurled tuning control that is operated with the thumb when gripped in the right hand. High-frequency radio waves, alternating at over 27,000,000 times a second, agitate the glue molecules, causing friction that generates heat within for fast, permanent bonding. Wood, plastic, and similar materials can be glued in seconds. It eliminates jigs and fixtures for each job.

Special electrodes are made for drying corners, curves, and special shapes.

The unit operates on a 110-volt AC current. It is as safely used as an ordinary soldering iron, according to the maker.

Write for P551. Use coupon page 52.

ALUMINUM CUPOLA



The Cu-Po-Vent, said to be the only aluminum cupola on the market, comes in a kit for easy installation. The kit includes flashing materials. No special tools are needed for installation.

Side panels consist of rust-proof screen for ventilation, secured between two sheets of heavy, embossed aluminum.

An optional weathervane features a crowing rooster, flying duck, boxer dog, or country doctor motif.

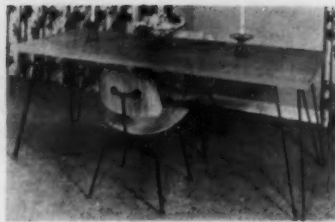
The Cu-Po-Vent is made in two types. Model 7 shown here, with all four panels louvered, is designed for hip or flat roof or curb mounting. Model 3 has two panels louvered with only three louvers each, and two panels fully louvered.

Write for P552. Use coupon page 52.

TABLE, CHAIR LEGS

The new line of Belson wrought-iron legs for Do-It-Yourself projects permits the home craftsman to build dining room tables, coffee tables, kitchen tables, chairs, bookcases, lamps, buffets, Hollywood beds, and patio furniture. A table is quickly made from a flush door and these legs.

Both hair-pin and single-rod diag-



onal styles are offered. Size ranges on the hair-pin styles are 6", 12", 16", and 28"; on the diagonal style, 6", 12", and 16".

Write for P553. Use coupon page 52.

SLIDING GLASS DOORS

A new type of glass mould, made by Arcadia Metal Products, merely snaps into place.

The new snap-on glass mould features a spring-lock steel clip. Glaziers follow normal putty procedure and complete the operation with back putty.

Write for P554. Use coupon page 52.

"SANDWICH" PANELS

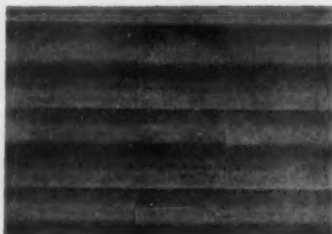
A new Reynolds aluminum panel, Reynocell, consists of two outer sheets of embossed aluminum bonded with heat and pressure to a core made from resin-impregnated paper, formed into a figure-eight honeycomb construction. The panels are made in thicknesses ranging from 1" to 4".

The panels are used where less weight is an advantage but strength should not be sacrificed.

Available embossed patterns for the aluminum panel facings include leather grain, square, diamond, rib lengthwise, and wood grain designs.

Write for P555. Use coupon page 52.

NEW SIDING PATTERN



Supradur Ramblers asbestos-cement siding shingles feature horizontal color bands.

This horizontal pattern creates an illusion of extra size and fits the modern trend of low, rambling homes.

Because they are pre-shaded, these shingles require no undercoursing for shadow-line effects. They are available in three pastel shades.

Write for P556. Use coupon page 52.

CEDAR DOOR, WINDOW

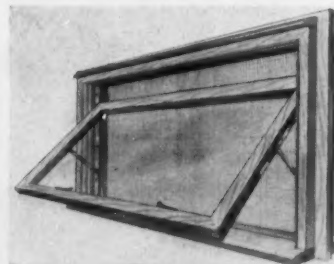
Pack River now offers door and window frames made of Inland red cedar.

This wood is completely non-resinous; takes paints, stains, and varnishes more readily than many other woods. It is extremely resistant to decay, even when exposed to weather without protection.

Write for P557. Use coupon page 52.

DOUBLE-PANED WINDOWS

The Modernaire window eliminates the drudgery of changing screens and storm sash. Conventional storm



sash are eliminated entirely through the use of double-paned insulated glass. If single pane glazing is used, a stainless-steel framed dual glazing panel is affixed flush on the inside of the sash. This second glazing panel stays in place except for cleaning.

Modernaire's Hydaway screen is permanently attached to the inside of the window and is rolled up and down like a window blind. Specially designed hardware permits opening the window to nearly 130 degrees.

Write for P558. Use coupon page 52.

ACOUSTICAL TILE

U. S. Gypsum's Motif'd Acoustone mineral acoustical tile is made in designs to provide a more decorative ceiling than the usual perforated tiles. The design above is achieved by arranging striped tile.

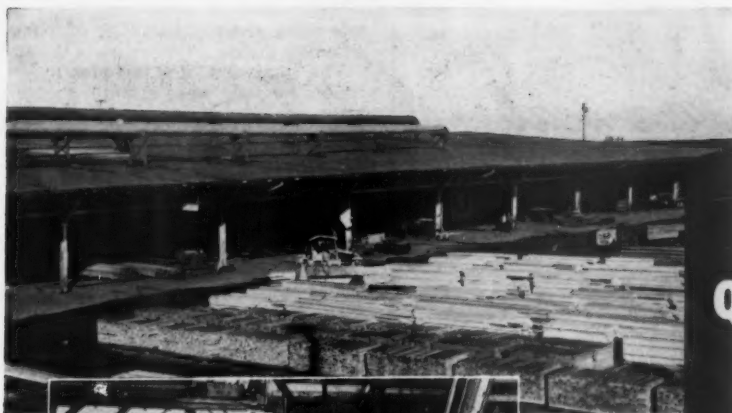
Motif'd Acoustone can be installed by mechanical suspension to give access to areas above ceilings. It can be applied to wood furring strips, over existing ceilings, or to exposed wood joists.

Write for P559. Use coupon page 52.

IMPROVED GARAGE DOOR

Taylor Made receding-type garage doors feature new Giant Circle hardware, especially designed for these doors.

The name describes one of the most important features of the hardware—a circular bearing surface that is more than twice the size of the surface on previous models. This increased bearing area eliminates the



Rough lumber as it enters
Noyo's up-to-date
planing mill

NOYO

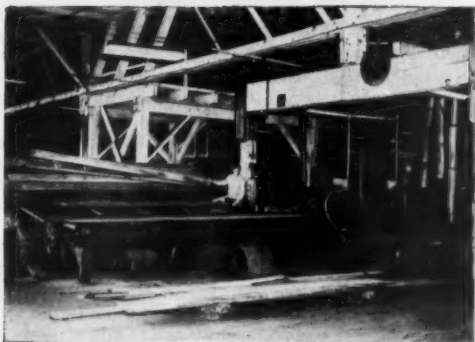
QUALITY CONTROLLED REDWOOD



Resawing—another
important step in
Noyo Quality Control



Unexcelled millwork facilities provide... SMOOTH FINISH



The final step in processing Noyo Redwood takes place in Union Lumber Company's modern planing mill—outstanding in the Industry. Here Quality Control receives the utmost attention to assure uniformity and precision. After milling, each piece is again individually inspected and authorized graders place the C.R.A. official grademark as it flows by on an endless belt. Thus, Noyo's top rung planing facilities add a fine finish to the "quality that goes clean through," with edges and surfaces all smooth and true... finish, siding, paneling, moulding, etc.... Redwood at its best for your customers.

Surfacing
operations
utilize most
modern
machinery

- Sawn, edged and trimmed to produce the best out of log.
- Inspected and graded for consistent, dependable, uniform quality.
- Scientifically seasoned to meet specifications called for.
- Surfaced and run to pattern by unexcelled planing facilities.
- C. R. A. grademarked, assembled and shipped to you under careful scrutiny to insure satisfied customers.

REGIONAL SALES REPRESENTATIVES

In order to provide prompt, efficient "on the job" service, Union Lumber Company maintains carefully selected and trained sales representatives across the nation. Consult your local directory or write to our nearest office.

SAN FRANCISCO
620 Market St.
SUtter 1-6170

LOS ANGELES
117 W. 9th Street
TRinity 2282


CHICAGO
228 N. LaSalle St.
CEntral 6-1172

NEW YORK
2735 Grand Cent. Term.
MUrray Hill 9-5189

UNION LUMBER COMPANY

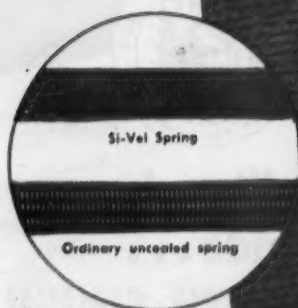
TREE FARMERS AND MANUFACTURERS
FORT BRAGG • CALIFORNIA

Member: California
Redwood Association

NOW...  ... Dura-seal
has

SI-VEL (PATENT APPLIED FOR) **SPRINGS**

Here's a new *exclusive* feature for Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance! Counterbalancing springs are Si-Vel processed and coated to eliminate all noises. A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely *silent* opening and closing of wood windows. It's the most important window equipment development since the one-piece jamb member... another Zegers "first"! Get complete information on this remarkable innovation *now!* Builders, see your Lumber Dealer;—Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.



ZEGERS

Dura-seal
**COMBINATION
METAL WEATHERSTRIP
SASH BALANCE**

Dura-seal provides both complete weather protection and "finger-tip" window operation. The jamb member is made in one piece and its concave back surface is flexible, maintaining a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS INCORPORATED



Dura-seal provides visual and operating features that help sell homes faster! For complete information see our folder in Sweet's File.

2098 South Chicago Ave
Chicago 17, Illinois

side sway and paint scuffing of many receding doors.

The hardware also includes nylon rollers for long wear and quiet operation.

Write for P560. Use coupon page 52.

DECORATOR DOOR

The Wabash Stylist combination weather door consists of a sturdy ponderosa pine frame and three "picture frame" panels, either screen or storm, that are easily installed and changed.



In mild winter weather the top storm panel can be replaced by a screen panel for desired ventilation. Further adding to the decorative features of the Stylist are three types of grids in "Square" and "Diamond" styles.

Write for P561. Use coupon page 52.

SLIDING DOOR LOCK

The Adams-Rite No. 600 "Two-Bore" is a new-type inexpensive sliding door lock. The strike has been designed to accommodate even the most pronounced mis-alignment of door and jamb.

A thumb button in one of the escutcheons provides positive security. The split ball-shaped bolt gives a smooth-snubbing latch action and serves as a convenient edge pull.

Write for P562. Use coupon page 52.

VENTILATING HOOD

The Stanthony S-600 provides the builder and contractor a low-cost ventilating hood, designed for the smaller home, multiple unit, and housing development.

This model has a 8" propeller-type exhaust fan, rubber-mounted for quiet operation. It also features welded one-piece construction, baked enamel finish in white or copper, and illumination by two 40-watt incandescent bulbs.

Write for P563. Use coupon page 52.

It's Here! the **HAGER Handy** **HARDWARE** Silent Floor Salesman!

**Sells 42 different Popular
items in only 2½ square feet
of floor space!**

Displays Household Hardware Right out front . . . reminds customers to Buy! Catch more customers coming and going with Hager's new *Handy Hardware Rack*! You'll profit from the payoff in extra self-service sales! Almost a hardware department in itself for the Do-It-Yourself trade. Brightly packaged, clearly displayed hardware swiftly sells itself to your store traffic!

Set this rack up on your floor—find out fast why "Everything Hinges on Hager!"

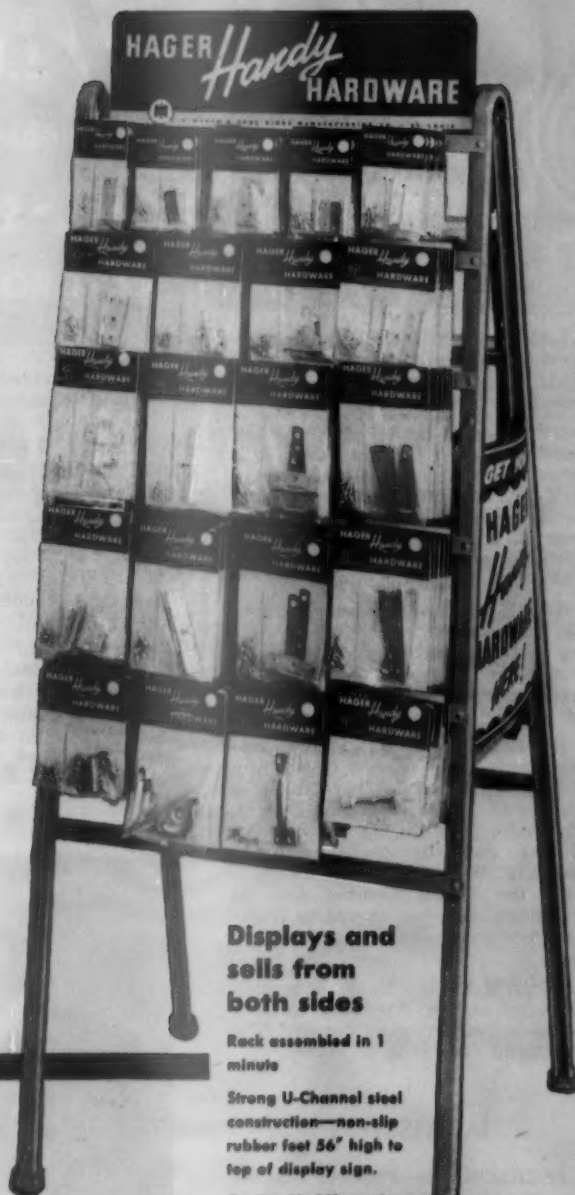


Attractively carded and packaged hardware in sturdy, crystal-clear plastic. All necessary screws included in separate section from hardware unit.



Order from Your Jobber Today or send for FREE information

C. HAGER & SONS HINGE MANUFACTURING COMPANY • ST. LOUIS 4, MO.



Displays and sells from both sides

Rack assembled in 1
minute

Strong U-Channel steel
construction—non-slip
rubber feet 56" high to
top of display sign.

Carries 42 different items
of carded hardware (in
half-dozen lots of each
item)—you get complete
rack and hardware with
deal. 3 cartons, wt. 85 lbs.

Order Hager Rack Package No. 139 From Your Jobber Now!

Profit-making deal for you—

You get rack and all hardware No. 139 for . . .	\$ 61.27
You sell hardware for	\$102.12
You make a first-time PROFIT of	\$ 40.85

YOU GET RACK FREE



dealer NEWS

KANSAS

COURTLAND: Reed Macy has replaced Clif Messenger as manager of the Foster Lumber Co. Messenger was promoted to a position in Fort Lupton, Colo.

LARNED: Will Gray, who managed the Metz Lumber Yard for 14 years, recently retired. He and his wife have moved to Tulsa, Okla.

OVERLAND PARK: The Badger Lumber Co. on Highway 69 held a formal opening recently. President A. T. Seaver and Chairman William Henderickson Jr. cut a ribbon to the door as a crowd of customers and friends looked on. An estimated 3,000 persons attended the affair.

SALINA: The Haworth Lumber Co. is building a 30'x30' office building to be leased out. The firm also announced plans to build an 80' warehouse behind the office and two 60' lumber sheds.

HIGHLAND: The town's two lumber yards have been merged into one, the Highland Lumber Co. Owners are O. V. Burt and C. C. Burt, who were here during the transfer of the Jones-Reese Lumber Co. property. Wilbur Stewart, formerly with the Crane Lumber Co., in Savannah, Mo., has moved to Highland to manage the enlarged lumber firm.

COURTLAND: Merle Spooner, manager of the Hardman Lumber Co., was transferred to Gaylord. The Courtland yard is to be closed.

MISSISSIPPI

JACKSON: The Planters Lumber Co., one of the oldest firms in Jackson, has been sold to R. Dumas Milner. He will turn the facilities into a commercial enterprise for lease as a warehouse for other businesses. Ben M. Fulton bought the firm and managed it until he died in 1945. His son, Aubrey Fulton, operated the plant until his death last January, and then Mrs. Fulton operated the business for her sons until recently.

GREENWOOD: An incorporation charter has been granted the Perma-Stone Greenwood Co., listing capital stock of \$2,500.

MERIDIAN: W. E. Clayton has been appointed manager in charge of operation for the Jet Lumber and Building Supply Co. here. Mrs. Naomi Savelle is now sales manager in charge of designing, remodeling,

decorations, and drawing plans for new construction. Mrs. Savelle was formerly the first woman contractor in Meridian.

NORTH CAROLINA

LINCOLNTON: The Seth Lumber Co. recently added a Ross fork-lift truck to its equipment in connection with a plan to streamline its materials-handling operations.

SMITHFIELD: Roy Strickland, of Strickland Brothers Lumber Co., has been appointed chairman of a drive to raise funds to install a metal fence around the Smithfield recreation park.

RURAL HALL: Burke E. Wilson, co-owner of the Wilson Brothers Lumber Co. and vice-president of the Carolina dealer association, is recuperating at home from a heart attack several months ago. His son, William, recently graduated at Fort Belvoir, Va., and now is an officer in the Corps of Engineers.

TEXAS

HOUSTON: About \$3,000 worth of damage was done to a housing project of the Temple Lumber Company recently by three boys between the ages of 8 and 10. The vandals wielded hatchets on the walls, woodwork, windows, and lighting fixtures and flooded homes by turning on water in the bathtub. Douglas G. McNair, Temple general manager, said his company did not plan civil action against the parents because they have shown a cooperative spirit in cleaning up the mess and are unable to pay for the damage. As vandalism is not covered by Temple insurance, the company bore the loss. . . . Burglars who failed to open the safe of the Meador Lumber Co. recently candidly admitted the strongbox was too much for them. "You won this time," a note on the back of a shop ticket said. . . . The Winkler Drive Lumber Co., one of several Houston firms victimized by a "fire-bug" recently, used its newspaper ad space to thank customers who have



THIS "BOSS" GOT CROWNED ON NIGHT OUT!

Members of the Houston chapter of the National Secretaries Assn. selected the "Boss of the Year" at their unique Boss' Night dinner meeting last October. Miss Tillie (Ona Belle) Smith chose and crowned Gene Ebersole, with whom she looks pretty above. But before the evening was over, other members of the professional women's group selected 185 other bosses—theirs in each case—as the "Boss of the Year!" Miss Smith is the secretary to "Boss" Ebersole, who is executive vice-president of the Lumbermen's Assn. of Texas. He was so impressed with the proceedings that he reported them in the Rotarian Log bulletin. The Houston papers pictured the occasion generously, too.

helped support the firm in trying to carry on business from temporary quarters.

ROUND ROCK: The J. A. Nelson Hardware and Lumber Co. has been sold to the Jones Brothers Lumber Co. After the death of T. E. Nelson over a year ago, his wife managed the 50-year-old firm.

ODESSA: A. C. (Johnny) Bassett, senior partner of the Bassett Lumber Co., recently announced its sale to Lynn Lumber, Inc. The Bassett partnership was composed of Bassett, Chunky Hendrick, and Wayne Lynn. Lynn is president of the new firm. Bassett and Hendrick plan to go into construction work.

CORPUS CHRISTI: Gehlbach, Inc., a new hardware and appliance store with a lumber yard in back, recently held a formal opening. LeRoy Coleman will manage the hardware and appliance store. Gehlbach will manage the millwork and lumber departments.

SHAMROCK: T. M. Bowman and H. E. Forgy received service pins at the recent 50th anniversary dinner of the Cicero Smith Lumber Co., held at a Lubbock hotel. Bowman, manager of the Shamrock yard, received a 20-year pin; Forgy, now retired, a 45-year pin.

SAN ANGELO: The Armstrong Brothers Lumber Co. has opened a complete department of kitchen planning, featuring Youngstown Kitchen cabinets and sinks.

PARIS: W. C. Robinson, a partner in the Powers-Robinson Lumber Co., was one of several men mentioned on the cover sheet of a new book by Napoleon Hill, who founded Club Success Unlimited. The book, "How to Raise Your Own Salary," tells how Robinson—and many others—rose from a day laborer to his present position.

DEVINE: The Devine Lumber Co. has opened at a new location on Highway 173. Owner Eschenburg has announced that L. B. Neill will manage the yard.

BROWNSVILLE: Herbert L. Stokely, owner of the Frontier Lumber Co., is still properly "his honor," for he recently was elected mayor of this city for the fifth consecutive time. He's satisfied the National Retail Lumber Dealers Assn., too, for President Henry J. Munnerlyn has re-appointed Stokely to the NRLDA Executive Committee from District 9 for a second term.

FABENS: V. G. Rogers, manager of the Burton Lingo Lumber Co. here, was injured recently on a hunting trip. The horse he was riding stumbled and fell on him, dislocating his hip.

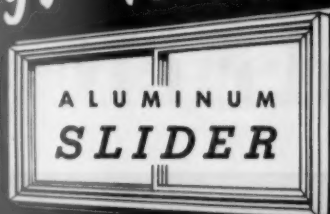
BROWNFIELD: Cecil Smith, manager of the Higginbotham-Bartlett Co., reports that his firm will have a

Revolutionary! New!

featured in the

PER-FIT®

LINE FOR 1954



"JOB-CONDITION" SLIDER WINDOW—New, complete package—designed for fool-proof on-the-job adjustment. Fits any through-wall thickness from 4 3/8" to 5 3/4". Installs in rough opening by simply nailing through flashing fins, which are concealed by integral exterior finish. We challenge any other slider window on the market to match our features!

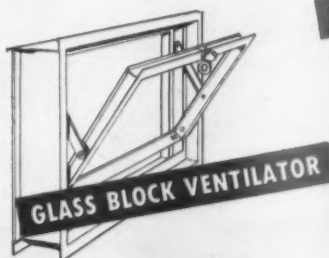
MR. DEALER: Here's real profit opportunity for you! A revolutionary new type fool-proof slider window has been added to the already famous line of PER-FIT and BEST-VENT aluminum double hungs.

This new slider window—the "JOB-CONDITION SLIDER" was developed after intensive job investigation and laboratory research to meet an unfilled demand for a fool-proof horizontal slider window easily adjustable to all job requirements—one package to fit all through-wall thicknesses from 4 3/8" to 5 3/4"!

These four great windows . . . "the PER-FIT line" . . . offer you your best opportunity to cash in on the growing demand for modern aluminum windows.



PER-FIT—The aluminum window with custom features—at mass-production prices. Every feature of this solid, rigid window spells quality . . . with spiral-spring tension balancers on both upper and lower sash—welded sill corners and internally brazed sash corners—permanent weather seal. Compare its quality—then compare its price!



GLASS BLOCK VENTILATOR—Another new PER-FIT design—with rugged, precision construction plus the handsome lines your customers like. Heavy extruded aluminum. Available in all standard sizes and opening types, for any width glass block. You'll want to see this new window—every feature is engineered for customer appeal.



BEST-VENT—Here is the window acclaimed by all three: the architect, the builder, and the user! Famous BEST-VENT has counter-balanced sash—both top and bottom open simultaneously, at the touch of a finger. The most modern aluminum window in America—at surprisingly low cost! Easier to sell, easier to install.

For precision construction combined with prices that sell . . . you can't beat "the PER-FIT line." Write for complete information on these four great aluminum windows . . . and ask for your copy of the new PER-FIT dealer's merchandising program.



"Hotel Sherman—Booth No. 411"

PER-FIT PRODUCTS CORPORATION

1206 EAST 52nd STREET, INDIANAPOLIS, INDIANA

World's Finest Aluminum Windows

Weldwood is shooting Get ready now to

WELDWOOD CHECKERBOARD PANEL

AFRICAN MAHOGANY

WELDWOOD PLYWOOD
Beautiful Homes

Walls of PLYWOOD
GUARANTEED FOR

LIFE
is where
you saw
this
beautiful
WELDWOOD
WALL
PANELING

Ask us
for
Details

The Weldwood promotion in Life is but one of the many Weldwood advertisements which appear in leading consumer magazines month after month. Each ad is designed to bring pre-sold customers to your lumber yard so you can upgrade profits!



the works to help you sell! cash in on the big March **LIFE** promotion!

Weldwood's big two-page ad in full color, showing beautiful wood paneling, will invite 26 million Life readers to visit their local Lumber Dealer. Many of them will be red-hot "do-it-yourself" prospects!

It's your opportunity of a lifetime to cash in on one of the hardest hitting merchandising campaigns in lumber dealer history. When readers see the beautiful Weldwood interiors shown in Life they're going to take a hard look at their present walls. Then a lot of them will be heading in your direction—*so be ready!*

The ad will feature Weldwood wall paneling at prices most people can afford: a living room in rich mahogany Plankweld®, a dining room in sliced walnut, a children's room in rustic Surfwood®, a corner nook in striated Weldtex®, a combination room in birch, and a smartly modern room in blond Korina®.

Contact your Weldwood sales representative now. Have him show you the complete Life promotion campaign, specially developed to make it easy for you to tie up with this giant advertising effort. Make sure you have ample supplies of the paneling shown in stock or on order. You'll find it worth your while to make an extra effort to get your share of these *higher profit* sales!

Weldwood hardwood paneling helps you build *good will* as well because it's *guaranteed for the life of the installation!*

For further information contact your nearest United States Plywood or U.S.-Mengel distributing unit located in 60 principal cities, or mail coupon.

HERE'S WHAT YOU CAN DO TO TIE IN WITH THIS BIG PROMOTION

DISPLAY:

Make sure you have the types of Weldwood wall paneling featured in the ad. Place your Weldwood displays in a prominent place. Use the Life promotional signs to tie in with the displays. Mount Weldwood Life ad in a feature spot in your showroom. Extra copies can be placed in window. Your Weldwood salesman will describe the special Life promotion.

DIRECT MAIL:

Mail special Life consumer postcards and folders to your complete list of customers announcing your lumber yard as local headquarters for the beautiful Weldwood paneling featured in Life magazine. Tell your customers you have this paneling in stock or can get it for them quickly on order. Include promotional material in current statement mailings.

LOCAL NEWSPAPER ADVERTISING

Plan a newspaper tie-in campaign in local papers. Special newspaper mats are available free for this purpose. Weldwood hardwood paneling is guaranteed for the life of the installation. The guarantee has tremendous sales appeal. Include the guarantee in your newspaper advertising.



Weldwood plywood for interior use is guaranteed for the life of any house in which it is installed.

Weldwood®



United States Plywood Corporation

World's Largest Plywood Organization

55 West 44th Street, New York 36, N. Y.

U.S.-Mengel Plywoods, Inc., Louisville, Ky.

Distributing units in 60 principal cities

United States Plywood Corporation
55 West 44th Street, New York 36, N. Y.

585-1-54

Please have your Weldwood salesman contact me with full details about the Life Weldwood Wall Panel Promotion.

NAME

ADDRESS

CITY

STATE

modern office and storage building soon. The building will have a front mostly of plate glass.

TEMPLE: The Temple school board recently elected Ross Kinslow to fill a vacancy on the board. He is manager of the City Lumber Co.

ARKANSAS

LITTLE ROCK: The Darragh Company recently ran a newspaper advertisement to announce that Don Elson is now manager of the building materials department. A sales-

man for the company for several years, he left in 1950, and then returned to the firm last July. He replaced the late Charlie Howell.

MISSOURI

KANSAS CITY: James D. Hancock, who recently acted as secretary of the Badger Lumber Co., has been named vice-president and controller.

LA PLATA: James E. (Jim) Rowan of Dixon became manager of the La Plata Lumber Co. December 1. He formerly managed the Knollmeyer Lumber Co. in Dixon. He replaced

Carl Drake, who was advanced to manager of a Maryville yard.

LEE'S SUMMIT: The Flanders Lumber and Supply Co. has been remodeled and expanded. The firm was opened in April, 1950.

NEW FRANKLIN: Manager H. C. Earickson, who guided the Harris Lumber Co. yard here for 35 years, retired December 1. He came here in 1918 and worked for the Thomas Lumber Co. at Bogard before joining the Harris organization. John Sanders was transferred from the Boonville yard to replace Earickson.

VANDALIA: W. H. White has sold the W. H. White Lumber Co. to the Adair Lumber Co. of Kansas City. White was in business here for 41 years.

GEORGIA

ATHENS: R. R. McCue has returned from two years' active duty as a U. S. Naval Intelligence officer. He has accepted a position with the Bedgood Lumber Co.

FOLKSTON: Fire destroyed one of Folkston's oldest dwellings recently, despite efforts of the Wade Lumber Company's fire truck and volunteer firemen.

McRAE: The McRae Processing Supply Co. has sold its central distillation plant to the Peninsular-Lurton Co. W. J. Williamson Jr., manager of the McRae Processing Supply firm, will continue to manage the building supply business of his firm.

SOUTH CAROLINA

MYRTLE BEACH: The Myrtle Beach Lumber Co., headed by President D. Morrison Campbell, last month opened for business in a handsome new "downtown" showcase-fronted store. It has 6,000 square feet of display, office, and warehouse space. The company also has completed a modern planing mill with 10,600 square feet of production space.

AIKEN: The B. T. Dyches and Son firm has been incorporated to buy and sell all kinds of building materials and to finance buildings and repairs.

OKLAHOMA

EL RENO: Mark Hoover, manager of the Yukon Lumber Co., has announced that the firm has changed its name to Allied Builders Supply Co. Management and ownership remain the same.

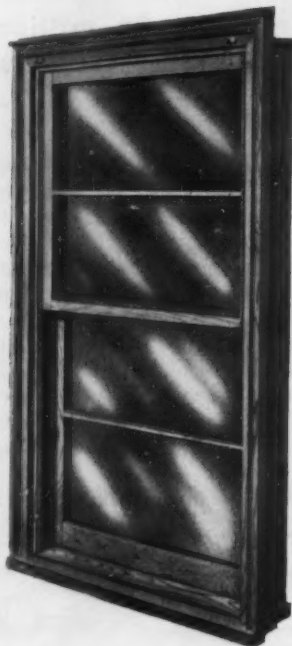
MANGUM: Olan Tate has been promoted from assistant to manager

The National Outlook for 1954 Building

Among home builders, stiffer competition ahead! Here's how National Window Units help builders meet it.

Each National Window Unit arrives on the job ready to go into the rough wall opening—one package for one delivery. Glazed sash, Spiral Balances, weatherstripping are all in place in the frame— assembled at the factory by experts.

National Window Units mean a faster, better-looking, less-costly job of window fitting. That's what it takes to meet competition these days.



National Window Units

Dealers: Watch your sales outlook rise when you stock National Window Units. Those better jobs for builders mean bigger sales for you!

Order from your jobber, or
write us for his address.

NATIONAL WOODWORKS
Box 5416 Birmingham 7, Ala.

New Item for the New Year
National PANEL Window

... going into production!

NATIONAL

WOODWORKS

of the Cicero Smith Lumber Co. He succeeded Al Walker, who retired after 30 years with the company.

OKLAHOMA CITY: The May Avenue Lumber Co. will move into new quarters early this year. A 48'x81' building is being constructed on its present lot. J. B. Cobb is manager.

PRYOR: Glenn Pearce has moved here from Henryetta to manage the Long-Bell Lumber Co. He replaced Eddie Wilkerson, who was transferred to the Long-Bell yard in Fort Smith, Ark.

COLGATE: The Hudson-Houston Lumber Co. has a new materials warehouse here to supply smaller towns in this area. Frank Potts is manager.

TAHLEQUAH: Forrest Koch, formerly of Stillwater, has taken over management of the Rounds and Porter Lumber Co. in Tahlequah.

OWASSO: J. Ray Smith, owner of the Owasso Lumber Co., is sponsoring a new 57-lot housing project, called the Rayola addition. Smith, who also owns the Commercial Lumber Co. in Tulsa, established the yard here two years ago.

KENTUCKY

BEAVER DAM: The Wallace Brothers Lumber Co. recently changed hands. Wilbur Chinn and Carl Sharp bought the business and changed the name to the Chinn-Sharp Lumber Co.

LOUISVILLE: Roland Whitney, secretary of the Louisville Cement Co., has been elected president of Associated Industries of Kentucky. Don A. Campbell, Boner-Campbell Lumber Co. and executive of the Kentucky lumber dealer organization, was elected vice-president. Robert L. Stearns, Stearns Coal and Lumber Co., is a director.

OBITUARIES

RUSSELL A. WATTLES, owner of the Wattles Lumber Co. in Dania, Fla., died November 14. "Buz" Wattles was active in the Florida Lumber and Millwork Assn.

CULLEN GREEN BELLAMY JR., 36, shot himself fatally with a 75-year-old shotgun recently after being told that he had a serious heart disease. He was owner of Bellamy and Son, a lumber and real estate firm, and co-owner of the Hirsch Road Lumber and Building Co., both in Houston, Tex. He is survived by his mother, wife, and son.

EDWARD C. FOY JR., 58, president of the Foy Lumber Co. in Mount

Here's Your New Best Seller Nationally Advertised SPACEMASTER Folding Doors

Here's a building specialty your customers are going to be demanding soon. It's the nationally advertised "Spacemaster"—a quality folding door that saves space, adds beauty in any home... yet even with a full mark-up you can offer it at the lowest price in the history of quality folding doors.



Here's Why Your Customers Want "SPACEMASTER"

- **It saves space...** There's no area lost to door swing.
- **It costs so little**—builders find they can install it for less than a wood door and necessary extras.
- **It's so easy to install**—the homeowner can do it himself in 15 minutes. No fitting, no sanding, no planing needed.
- **It's so easy to maintain**—vinyl-fabric cleans with soap and water—steel frame requires practically no maintenance.
- **It fits most standard openings**—two heights; 6' 6" and 6' 8 1/2". Three widths from 2' 6" to 4' 0". Doors can be used as pairs.
- **It's a quality product**—by the makers of famous "Modernfold" doors.

Strong advertising and promotion help you sell "Spacemaster"

When you handle "Spacemaster," you get the benefit of national advertising—to homeowners in BETTER HOMES AND GARDENS, AMERICAN HOME, POPULAR MECHANICS, to builders in PRACTI-

CAL BUILDER, AMERICAN BUILDER, LIVING, HOUSE AND HOME... PLUS free ad mats, radio and TV scripts, literature, publicity stories, mailing pieces, low-cost high-powered displays.

Call your "Modernfold" distributor
or mail coupon for full information.

SPACEMASTER folding doors
by

NEW CASTLE PRODUCTS, INC.

New Castle, Indiana

In Canada:

New Castle Products, Ltd.
Montreal 6

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New Castle Products, Inc.
P.O. Box 990, New Castle, Indiana

Gentlemen: Give me full information on
"Spacemaster" doors.

Name.....

Company.....

Address.....

City..... County..... State.....

7 re-orders in 8 weeks



**"EVERY TIME WE SELL
LUMBER AND PAINT WE SELL
Seal-Treat, TOO"**

Says:
**Howard Richards of Berclair Lumber Co.,
Memphis, Tennessee**

Seal-Treat
WOOD PRESERVATIVE
Water Repellent - Penetrates
STOPS ROT - KILLS TERMITES
CONTROLS SWELLING - BUBBLING

**SAVES WOOD
3 WAYS**

Seal-Treat
WOOD PRESERVATIVE
Water Repellent - Penetrates
STOPS ROT - KILLS TERMITES
CONTROLS SWELLING - BUBBLING

"Our company is ever alert to improve our business and we've found the greatest tie-in product to help us do it . . . Seal-Treat!

"We're making two profits. We're building customer satisfaction, too, because when we suggest Seal-Treat we know the lumber and paint we sell them does a better job."

Sell Seal-Treat for Paintable Surfaces

Water-repellent. Controls warping, shrinking, swelling. Stops rot and termites. Excellent prime coat for sashes, doors, woodwork, porches. Ready to use. In 1 quart, 1 gallon, 5 gallon attractively lithographed cans, and 55 gallon drums.



Sell Deep-Treat for Wood Not To Be Painted

General purpose. For fence posts, joists, sills, beams. Stops rot, kills termites. Clean and easy to apply. In 1 gallon and 5 gallon cans, and 55 gallon drums. Either ready to use or economical concentrate 1-10.

**WE WORK
WITH YOU -
OUR SALES
PROMOTION
PLAN WORKS
FOR YOU**

It's a proved, hard hitting sales building plan . . . does a great job for every dealer. Includes window and counter display, radio and T.V. spots, direct mail folders and newspaper mats.

Saves Wood 3 WAYS

Seal-Treat
WOOD PRESERVATIVE
Water Repellent - Penetrates
STOPS ROT - KILLS TERMITES
CONTROLS SWELLING - BUBBLING

Seal-Treat
WOOD PRESERVATIVE
Water Repellent - Penetrates
STOPS ROT - KILLS TERMITES
CONTROLS SWELLING - BUBBLING

**WRITE, WIRE OR PHONE
ATTRACTIVE DISTRIBUTOR AND DEALER
FRANCHISES AVAILABLE
CHAPMAN CHEMICAL COMPANY
DERMON BUILDING • MEMPHIS, TENN.**



Stock and Sell Chapman's
Complete Line of

Clean WOOD PRESERVATIVES

Airy, N. C., died of a heart attack in a Winston-Salem hospital on November 29. He leaves a wife, son, and daughter.

IRVING CAMPBELL SWAN, 65, a wholesale lumberman in Dallas, Tex., died recently at his home. He was active in Hoo-Hoo and the Kiwanis Club. He is survived by his wife and daughter.

HARVEY W. WATSON, 64, who had managed several Long-Bell yards, died in a Tulsa, Okla., hospital after suffering from leukemia for several years. A founder of the Tulsa District Lumber Dealers Assn., he also assisted in founding lumber dealer organizations at Muskogee, Okmulgee, Ponca City, Bartlesville, and Miami. He belonged to Gideons International, and helped finance the sending of many Bibles to foreign countries.

LOUIS A. HAGER JR., 50, executive vice-president and director of sales for the C. Hager and Sons Hinge Manufacturing Co., is dead. He joined Hager after graduation from the University of Virginia in 1924. He created the present Hager hinge sales organization and was known as the "globe-trotting Hager" because of his many travels. He served as a naval aide under Presidents Roosevelt and Truman.

GEORGE B. WILSON, 72, retired lumber dealer of Wichita, Kan., died November 21. He had once managed the Linds Lumber Co. in Burdett. He leaves a wife, daughter, and two sons.

THOMAS A. JONES, 60, died of a heart attack recently at his home in Brady, Tex. He had worked with all three lumber yards in Brady during his career. He managed the William P. Carey Lumber Co. in Ballinger and then returned to manage Carey's Brady yard. Surviving him are his wife and two sons.

G. F. WASHBURN, 87, former manager of the Badger Lumber Co. in Norwich, Kan., died recently in Harper. He was made manager of the Badger yard in 1890 and held that position for 57 years. A wife and daughter survive him.

Thief Didn't Need Money

A sign on the safe at the Village Lumber Co. in Houston, Tex., reads: "This safe does not contain any money."

An unbelieving safecracker recently broke into the safe and got 50 silver dollars. But each one was attached to a money clip used for giveaway advertising purposes and would be defaced if unmounted.

Under the sign on the lumber company safe, the thief scrawled, "That's all right. I didn't need it anyway."

inside, outside, all around the home...

**RECOMMEND FIRE-RESISTANT
CERTAIN-TEED PRODUCTS
FOR REMODELING AND REPAIRS**



For a new basement game room, a new attic bedroom, a new roof or a new wing—whatever the remodeling job—count on Certain-teed building materials to help you build customer satisfaction. If you're not familiar with all these Certain-teed products, write for the facts now. And be sure to see us at Booth #248, N.A.H.B. Show.



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42nd ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING
AND SIDING SHINGLES • GYPSUM PLASTER • LATH • WALLBOARD •
SHEATHING • ROOF DECKS • FIBERGLAS BUILDING AND ROOF INSULATIONS

- 1 **Weather-Shield® Gypsum Sheathing.** Water-repellent, tongued and grooved, easy and economical to erect.
- 2 **Beaver® Gypsum Lath.** Plain and perforated.
- 3 **Gypsum Wall Plasters.** Well-known brand names: Acme®, Agatite®, Beaver®, Certain-teed® and Lite-Mix—basecoat, finishing, gauging and molding plasters. Also Kalite® acoustical plaster.
- 4 **Bestwall® Gypsum Wallboard.** Comes in handsome wood-grain finishes: knotty pine, ribbon mahogany, figured aspen. Also in plain finish which can be easily decorated. With or without aluminum foil back.

- 5 **Certain-teed Fiberglas® Insulation for Walls and Ceilings.** Batts, blankets and pouring wool complying with Federal Specification HH1-521. Famed moisture-resistant Fiberglas insulation will outlive the house.
- 6 **Certain-teed Fiberglas Insulation for Perimeter.** Ideal for surface insulation in homes without basements.
- 7 **Beaver® Fireproof Insulating Gypsum Lath.** Has aluminum foil back for insulation and as a vapor barrier. Every piece marked for easy identification in place.
- 8 **Certain-teed Asphalt Felt.** A high quality roofing felt, thoroughly saturated with asphalt. Durable, economical.
- 9 **Woodrex® Fire-Resistant Shingles.** Certain-teed's exclusive asphalt shingles with the built-up graining and deep shadow lines. In a variety of distinctive blends, including pastels.
- 10 **Certain-teed Asphalt Sidings.** Fire-resistant, weatherproof, attractive, long wearing. Also Asbestos Cement Siding Shingles.
- 11 **Firestop Bestwall® Gypsum Wallboard.** One-hour fire resistance in 3/4" thickness. In plain finish. Can be painted, papered, decorated as you will.

*Trade-Mark OCF Corp.

helpful literature

LADDER SELECTION. "There's A Right Ladder for Every Job" is a new pamphlet with information helpful to both ladder users and salesmen. Two pages are devoted to the care of ladders. Also offered is a 75-cent American Standard Safety Code for Portable Wood Ladders, sent for only 9 cents postage when a single copy is requested on company letterhead. American Ladder Institute, 666 Lake Shore Drive, Chicago 11, Ill.

MATERIAL-HANDLING. Operating and advanced handling methods in a dozen representative building supply plants are pictured and explained in a new colorful brochure, "Increasing Profit Margins for Building Material Dealers." The Hyster Co., 2902 N. E. Clackamas St., Portland 8, Ore.

WATER SUPPLY EQUIPMENT. For the first time since 1946, the Plumbing and Heating Industries Bureau, 35 East Wacker Drive, Chicago 1, Ill., has revised its "Manual of Water Supply and Equipment." It serves as an authoritative source of information regarding all phases of in-

stallation, operation, and servicing of water systems for the farm and beyond reach of municipal water mains. Offered for \$1.50 a copy.

PORTABLE CONVEYORS. A complete line of portable conveyors for handling bulk and package materials is described in the new Lake Shore catalog No. 6. It covers Tote-All models, their performance and construction features. Lake Shore Engineering Co., Iron Mountain, Mich.

"GROWING TREES in a Free Country" is a new booklet outlining and explaining the policy of the forest industries in the United States. It was put out by the Forest Industry Council, which coordinates the work of several industry associations. American Forest Products Industries, 1816 N Street N. W., Washington 6, D. C.

WATER SYSTEMS MANUAL. The National Assn. of Domestic and Farm Pump Manufacturers, 39 S. LaSalle St., Chicago 3, Ill., has issued a new manual containing comprehensive information on water sources, wells, and electric water systems. Twenty leading engineers of the industry

comprised the editorial staff that compiled this revised "Manual of Water Supply and Equipment."

TOOL CATALOG. In place of small individual catalogs for each trade, Price and Rutzebeck now offer a complete catalog covering their series of O. C. E. carbide-tipped plastic trimmers, router bits, door lip cutters, Planetor "chip flow" machine bits, portable boring bits, Grips Rite angle head, and the Handy Angle saw. Price and Rutzebeck, 22150 Meekland Ave., Hayward 33, Calif.

KITCHEN VENTILATION. "The Best Way to Ventilate a Kitchen" is a new illustrated booklet that compares various methods of exhausting cooking odors and greasy vapors from the kitchen. Comic illustrations emphasize points to consider. Stanthony Corp., 2305 West Alameda Ave., Burbank, Calif.

ELECTRIC WIRING DATA. "Rigid Steel Conduit and Electrical Metallic Tubing for Electrical Wiring Systems" is a comprehensive booklet that helps plan residential and commercial wiring installations that are safe and economical. It tells how present systems can be expanded to take care of increased power loads. Send request on company letterhead to the National Electrical Manufacturers Assn., 155 East 44th St., New York 17, N. Y.

MASONRY CEMENT. A new catalog folder describes non-staining Stone-seT white masonry cement, a companion to BrickseT. Tables show amounts needed for various installations. Data is given on hot- and cold-weather construction, flashing and drips, joints, re-tempering, efflorescence, and other masonry problems. Medusa Portland Cement Co., 1000 Midland Building, Cleveland 15, Ohio.

PAINT ROLLER INSPECTION. Two consumer pamphlets cover all aspects of the use and handling of paint rollers. One deals primarily with interior painting; the other, with exterior painting. E Z Painter Corp., 4051 South Iowa Ave., Milwaukee 7, Wis.

MATERIAL HANDLING CATALOG. Featuring Caterpillar-Hyster "Packaged" equipment, a new catalog illustrates use of logging, loading, and road-building equipment such as logging arches, winches, yarders, donkeys, and earth-moving and loading machinery. Write for Form 1262 from the Hyster Co., 1800 North Adams St., Peoria, Ill.

SAFE DRIVING. A colorful booklet, tailor-made for employee information racks or distribution, cleverly reminds the reader with cartoons how *not* to drive. In addition to "The Other Guy," other subjects to be covered in similar booklets include the American business system, hobbies, outdoor camping and living,

Douglas Fir Lumber

All grades and sizes up to 12" x 12" - 50'

F. O. B. our concentration yard or mill

2,000,000 FT. IN OUR YARD!

Also **PONDEROSA PINE LUMBER**

Get our price on half-carload
or carload — F.O.B. Mill

Dependable Service Assured!

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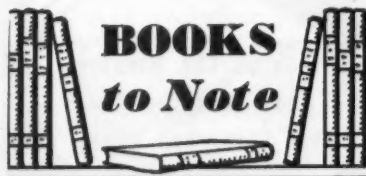
Tel. BE 8201-8202

1094 Huff Road, N. W., Atlanta, Georgia

child safety, citizenship, and the industrial worker. Ted-Howard Co., 1504 Broadway, Detroit 26, Mich.

GARAGE DOOR CATALOG. Useful garage door information for dealers, contractors, and architects is presented in the 1954 catalog of the Howell Manufacturing Co., Cottman and Hasbrook Ave., Philadelphia 11, Pa. It shows and describes the Howell-dor line of standard and special design residential and commercial doors.

PERLITE AGGREGATE. "How to Specify and Use Perlite Plaster Aggregate" is a colorful new brochure offered by the Perlite Institute, 10 East 40th St., New York 16, N. Y. It covers ways to prevent cracks in all types of plaster and information on the industry's certification and labeling program.



Small-Town Industries

For community leaders and businessmen looking for stimulating ideas on developing profitable new industries for small cities and towns, Arthur E. Morgan's "Industries for Small Communities" is recommended. It is a double-barreled book by the president of Community Service, Inc., in Yellow Springs, Ohio, who served as first chairman and chief engineer of the Tennessee Valley Authority—after transforming Antioch College from a dying institution into one of the country's leading educational centers as its president from 1920 to 1936.

One barrel of this illustrated, 108-page Morgan book describes the beginnings, operations, failures and successes of small industries in Yellow Springs. It tells how this farm community of 1,500 developed over 20 little industries with hundreds of employees and millions of dollars in sales.

The other barrel presents the case for industrialization of our small communities and a departure from the American vogue of big business and industry "that does not necessarily indicate maximum social value." It presents evidence that, on the whole, small industry is more profitable than big industry; that small industry is really on the frontier of modern technology rather than a vestige of the past.

In citing the advantages and satisfactions of creating small industries in small towns, Morgan points out

that "many a person in business for himself wishes to be more than a manufacturer. He would like to be an intelligent and interested human being as well. When he finds a community where a considerable number of people have similar goals he and his wife are inclined to want to go there.

"... the securing and developing of community industries is not just a matter of getting factories located and underway. It means building a total life and environment (religious, recreational, and educational opportunities) in which interesting and competent people will like to

participate. It means also achieving human relations in industry such that intelligent and self-respecting employees can feel that they are not just cogs in a machine, but are associates in an undertaking which they can hold in high regard."

"Industries for Small Communities" was published by a small management advisory industry: Community Service, Inc., Yellow Springs, Ohio. It will give small-community leaders sound ideas for working toward new local industries. It should give all readers new faith in, and appreciation for, the future of small communities.



Dickey Clay Pipe is immune to attack by industrial, trade, domestic, or any other wastes. It's ideal for sewers.

Pipe that lives up to your reputation

Your customers measure you by the quality of goods you sell. If the quality is the best, you can sell with confidence and with success. That's why you'll be interested in Dickey. You can depend upon Dickey Clay Pipe to give the long, trouble-free service your customers want...service guaranteed for 50 years against the real enemies of sewer pipe. It's no accident that Dickey Clay Pipe remains in service after 50 years of continuous use. Sell Dickey Pipe...it lives up to your reputation.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe
ALWAYS IN DEMAND**

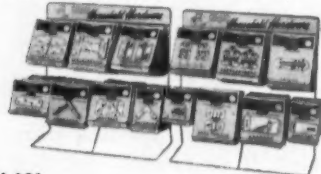
**W. S. DICKEY
CLAY MFG. CO.**

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex.,
Texarkana, Tex.-Ark.

A Whole Department



Yes, in only 2 1/2 square feet you can set up a store-proven self-service display stand of 57 popular Stanley Household Hardware items—stimulate impulse buying, promote related sales. Carded hardware complete with screws is mounted on both sides of stand. Each card identifies itself, is a complete sales unit. Display can be assembled as shown or horizontally on store island or counter top.



N-101
Size 15" wide, 15" high, 6" deep.
Pair of wire racks holds 14 of Stanley Household Hardware best sellers. Put them on a store island, counter, post or wall. Extend your points-of-sale. Let these displays sell for you. Order by number today from your wholesaler.

The Stanley Works, New Britain, Conn.



Reg. U.S. Pat. Off.
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

hoo-hoo LOG

Each Cat and his date were admitted to the Washington, D. C., Hoo-Hoo club Christmas party December 11 on presentation of a gift for a needy child. Members had the pleasure of entertaining Snark of the Universe John Egan during his Washington visit, December 8-9. . . . The Timber Engineering Co., research affiliate of the National Lumber Manufacturers Assn., offers an ideal present for Hoo-Hoo groups to present to local libraries and schools. It is a wood study kit containing an 84-page manual and 54 wood and wood product specimens. Order a kit for \$8.50 from TECO, 1319 18th St., N.W., Washington 6, D. C. . . . **Tampa, Fla.**, Cats boned up on public-relations practices at their December 3 meeting. After refreshments and dinner, Leonard Brown, real-estate and building editor of the *Tampa Tribune*, addressed the group. More than 150 Cats and guests enjoyed the club's annual Christmas party December 19. . . . **St. Petersburg, Fla.**, Club 64 met at the Rieck and Fleece Lumber Co. on December 2. They voted to donate to the St. Pete Christmas Toy Fund. They discussed plans for a Lumber Grading School, which was conducted December 8-11 for local yard personnel.

Building Code Congress Names Dempster Head

George Dempster, mayor of Knoxville, Tenn., recently was chosen president of the Southern Building Code Congress at the group's annual meeting in Shreveport, La.

New vice-president is George Van Leeuwen, chairman of the board of standards and appeals for Norfolk, Va. Other members of the board of trustees include James W. Morgan, mayor of Birmingham; Clyde Fant, mayor of Shreveport, and Walt Ruby, president of the Florida Building Officials Assn., Lakeland, Fla.

At an open hearing, the building code research and revision committee presented ideas for code improvements.

D. A. Somdal, AIA, spoke on the architect's relationship to the building official, and W. Murray Werner, AGC, covered the general contractor's viewpoint.

E. C. Yokley, author of *Zoning Laws and Practices* and SBCC's general counselor, spoke on "The Importance of a Building Code to a Free People."

talking about
**FAST
EASY**
installation

HARLOC

FACTORY PRE-ASSEMBLED

Pacemaker

*Saves The Minutes
That Save You Time
That Saves You Money*

Pacemaker is the ultimate in beautiful hardware that is easy to install. Precision-built and free of die-casting. Installed in three easy steps.

Illustrated, the Shelton five pin tumbler key-in-knob lock set with decorative entrance handle.

Write for literature and prices on the Pacemaker line.



HARLOC PRODUCTS CORPORATION
NEW HAVEN, CONNECTICUT

DALE CARTER SAYS

(Continued from page 21)

furnished and got it going, you know. Of course, now we have a manager, and although I am not free of it entirely, it is a going institution.

"And it is something to be proud of. An exclusive sort of place which provides country-club type of food in town, excellent food! And we serve a large number of ladies' parties and then we have a separate room for just men. It is a very popular place." (And rightfully so, according to Tulsans who are served there.)

"The name was something of a problem at first. Then I decided to call it The 1800 Restaurant. That is because Utica Square is in the 1800 block South, as street arrangements go in Tulsa."

The Carter Lumber Company was launched in Tulsa in 1904, when T. J. Carter, Dale's father, settled in the somewhat woolly western community, then still in Indian Territory.

When Dale emerged from school

in 1920, he joined the business and has been directing the company since the elder Carter's death in 1934.

Dickerman Forecasts Big Housing Demand

"Is there room in the American economy for continued production of new homes at the phenomenal rate of the past eight years?"

John M. Dickerman, executive director of the National Assn. of Home Builders, recently answered that question in these words:

"In my judgment, there will continue to be a real need for at least 1,000,000 new homes a year. And that need will increase in the early 1960's when the big crop of 'war babies' born during the 1940's will be coming to maturity."

He added that for the rest of the 1950-60 decade marriages are expected to remain at a minimum of 500,000 a year.

"The 'undoubling' of families is another big factor in housing demand. The 1950 census showed that nearly 2,000,000 married couples were doubling up with relatives or

sharing quarters with friends. They represent a large potential demand for housing.

"Still another crop of housing customers is made up of single individuals who want to establish separate households . . .

"Another demand factor is the replacement of 60,000 dwelling units that are destroyed each year by fire. The replacement of obsolete houses . . . would require more than 200,000 units a year."

Eshenaur Heads SCPI

Russell G. Eshenaur, president of Glen-Gery Shale Brick Corp., Reading, Pa., was elected president of the Structural Clay Products Institute at its recent convention at White Sulphur Springs, W. Va.

John H. Stewart, treasurer of Stark Ceramics, Inc., Canton, Ohio, was named vice-president. George Gammie, Illinois Brick Co., Chicago, was re-elected treasurer. Joseph J. Cermak, Washington, D. C., continues as secretary.

President Eshenaur said that the structural clay products industry looks forward to 1954 as a year for wide use of the new SCR brick (6" wall units) for building homes.

Meet these New Members of the How-ell-dor Family!

HOW-ELL-DOR Sectional Upsweep Garage Doors are distributed exclusively through dealers, and are available in 40 stock sizes for residential, commercial and service station installation. Custom-built doors of unusual design or size are a specialty.

Now featured is the new How-ell-tite Track that assures complete weather protection and tite-seal garage door closure. Electric Operators are available for all sizes and makes of doors.

Write for
FREE
Catalogs



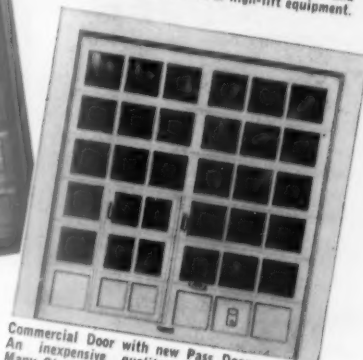
THE HOWELL MANUFACTURING CO., 7206 HASBROOK AVENUE, PHILA. 11, PENNA.



SUPER-STREAMLINE Service Station Door
Full-width glass panels with two inserted plastic mullis, steel reinforced, for maximum daylight and lasting service. With standard or high-lift equipment.



The "Picture" Residential Door
New sturdy quality door in the modern design; two panels wide, five sections high with second section open for glass. Stock sizes 8' wide x 7' high and 9' wide x 7' high. 1 3/4" thick.



Commercial Door with new Pass Door
An inexpensive quality-engineered door. Many Stock sizes . . . 8' to 16' wide and 7' to 12' high, 1 3/4" or 1 1/2" thick. Completely equipped with accessories.

Backed by 12 years
development and use

New

TYPE "A"

PLASWOOD PANEL

An extra-strength panel board, made from specially treated long wood fibers. Made in two densities—one as sidewall sheathing—one as underlayment for asphalt and rubber tile, linoleum, wall to wall carpeting.

High resistance to indentation—exceptional nail-holding power—strong bracing qualities—these, along with positive lower cost of Plaswood make it the answer to stronger, more economical construction.



Plaswood
Southern Plaswood Corporation
Hope, Arkansas

Send this coupon today. ☐

Southern Plaswood Corporation
Post Office Box 123
Hope, Arkansas

Please send me the facts about Plaswood and the name of your nearest jobber or dealer.

I am:

- ☐ Home Owner ☐ Contractor
☐ Material Dealer ☐ Architect

Name

Address



THE PROFESSOR SAYS

Extracts From The Annual 30 Day Institutes

SUBJECT: Credits and Collections
PROFESSOR: Cyril Jedlicka, vice-president, City National Bank and Trust Co., Kansas City, Mo.

EVERY building material merchant should set up a permanent file for the orderly retention of applications for credit, and for credit statements.

Oral Credit Applications and Statements are Inadequate.

They are usually vague and incomplete.

They are not readily susceptible to checking.

They are available only to the man who "remembers" them.

With the present rate of personnel turnover, and the shifting of managers from one locality to another, the man who has to pass on credit extension may find himself completely at a loss unless complete, up-to-date credit files are maintained.

A Good Credit Statement Should Contain:

1. Date
2. Name of applicant
3. Permanent address
4. Age
5. Family status
6. Employment (past and present)
7. Financial status
8. Debts and installment payments due
9. Definite repayment plan
10. References

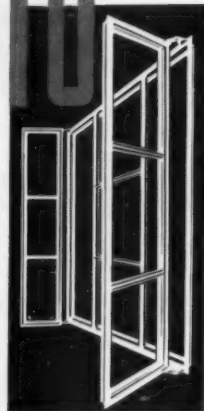
The 5 C's of Banking can well be kept in mind in administering a firm's credit policy:

- * CHARACTER
- * CAPACITY
- * COLLATERAL
- * CAPITAL
- * CONDITIONS

No one is "entitled" to credit. It is something that must be earned.

(This material is selected and condensed from the speeches and suggestions made to students in the 30-day courses on building material distribution, which have been held at the University of Kansas City under the sponsorship of the Southwestern Lumbermen's Assn.)

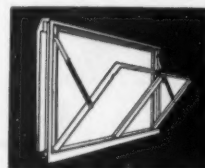
VENTO



THE
BONDERIZED
STEEL
WINDOWS
OF

Extra Value

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.



VENTO
BONDERIZED
"CHAMPION"
BASEMENT
WINDOWS

14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:
VENTO "THRIFTY" BASEMENT WINDOWS
VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)
Vento "Champion" Barred Basement Windows
Vento "Champion" Utility and Barn Windows
Vento Thrifty Utility and Special Type Windows

Write us for full information

Some desirable territories are open for representatives and distributors. Write for particulars.

VENTO STEEL PRODUCTS
CO., Inc.

253 Colorado Ave., Buffalo 15, N. Y.

Vanitories Newest Product of Door Firm

Volume production of Vanity Fair "Vanitories," a combination lavatory sink-dressing table-storage cabinet all encased in Formica (laminated plastic), has begun in a newly-equipped factory of the National Vanity Co., an affiliate of the National Door Co.

Jack R. Dick, vice-president of both companies, announced that the new company started production in their Kenilworth, N. J., plant with advance orders for 17,000 units.

Expansion of the National Door Co. into the bathroom vanity field, Dick said, is based on a belief in continued construction of new dwellings and on the growing trend to modernize existing homes. He characterized bathroom vanities as "the most glamorous improvement in bathrooms in 50 years."

The National Door Co. is the country's largest manufacturer of Novoply (laminated wood paneling) sliding doors. Another National affiliate, Jersey Wood Products Company, manufactures kitchen cabinets.

More Rockwood Hardware

A new plant addition of the Rockwood Manufacturing Co., in Rockwood, Pa., is now in full swing turning out builders hardware and specialties.

The new building doubled the manufacturing and office space of the Rockwood company. It has been equipped to handle the increased polishing and plating activities of the firm.

Representatives of distributors throughout the nation were present on the opening day to view the new building and examine some of its hardware products.

Foley Moves to Shamrock

Lester W. Foley, president of Foley Lumber Industries, Inc., recently announced removal of his entire operation, including a lumber export business, from Jacksonville, Fla., to Shamrock, Fla. At this small town two miles north of Cross City, Foley's \$1,000,000 operation includes a remanufacturing plant, a wooden pallet factory, and numerous warehouses. Its capacity will be 75,000 board feet in one eight-hour shift.

If the market will absorb more lumber, the plant will work two shifts, according to Foley. Operation of the plant is scheduled to start in February.

One of the chief inducements to move to Shamrock was the available site of the former Putnam lumber mill.

manufacturers' NEWS

NEW YORK, N. Y.: The **Diamond Match Co.** has bought two more Pacific Northwest lumber companies—the E. C. Olson Co., Spokane, Wash., and Kaniku Forest Products, Inc., Priest River, Ida.

ROANOKE, VA.: The **Pre-Shrunk Masonry Sales Corp.** has resumed operations after a production lapse of over three years. New machinery has been installed throughout the

plant. One of the largest plants in the South, the business was closed when a 10-car-capacity hopper fell through the roof from a 100' tower.

NASHVILLE, TENN.: The **J. A. Zurn Manufacturing Co.** has appointed Robert Harwell district manager in central Tennessee and Southwest Kentucky for the Zurn system of installing off-the-floor plumbing fixtures, roof and floor drains, Supremo

Entirely New and Revolutionary — **Marlite Plank and Block** *easy to install • easy to sell*

USE THESE POWERFUL SALES TOOLS

to help you sell new Marlite Plank and Block in the bigger-than-ever remodeling and do-it-yourself markets. Here's everything you need to develop live prospects and clinch sales. Contact your Marlite representative or wholesaler, or write Marsh Wall Products, Inc., Dept. 197, Dover, Ohio. Subsidiary of Masonite Corporation.

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Traffic-Building
AD MATS | 2

Full-Color
THEATER ADS |
| 3

Profit-Making
RADIO AND TV | 4

Personalized Magazine
HOME MAINTENANCE |
| 5

Colorful "Take Home"
P & B FOLDER | 6

Eye-Catching
COUNTER DISPLAY |
| 7

Easy-To-Show
COLOR DECK | 8

Prospect Pre-Selling
PUBLICITY |
| 9

Inquiry-Producing
CONSUMER ADS | 10

Sales-Stimulating
TRADE ADS |



Marlite Plank and Block Patent Applied For

Marlite®
PREFINISHED
WALL and CEILING PANELS



for creating
beautiful
interiors

Veni-Flex

WOVEN WOOD SLAT
FOLDING DOORS



Make
MORE
Money
for
YOU

Veni-Flex is the new "design for living" that's designed for selling, too. Competitively priced . . . smartly styled . . . available in 8 vivid decorator colors, Veni-Flex doors mean "more dollars for dealers" . . . including you.

QUICK TURNOVER . . . LONG MARGIN . . . BIG PROFITS

Instant customer acceptance means faster sales . . . bigger mark-up means extra profits. Only Veni-Flex offers so many high-priced features at such low cost.

MULTI-USES MEAN MORE POTENTIAL BUYERS

Homeowners and apartment-dwellers alike want to free valuable wall space . . . divide rooms . . . separate living areas . . . add closet space . . . enjoy privacy with ventilation. Veni-Flex doors sell because they do every job better.

STOCK NOW FOR SPRING SALES

See the Veni-Flex Door
Exhibit at the

NAHB 1954 Convention and
Exposition

Conrad Hilton Hotel
Exhibit Space No. 257
3rd Floor Exhibit Area

CONSOLIDATED
VENETIAN BLIND COMPANY

A Division of

CONSOLIDATED
GENERAL PRODUCTS, INC.

24th and Nicholson

Houston 8, Texas

clean-outs, Greaseptors, and hydrants. Harwell is a member of the firm of Harwell and Rosselot, with offices in Nashville and Memphis.

DAYTON, OHIO: The **Dayton Pump and Manufacturing Co.** at a 45th anniversary celebration announced plans to expand its manufacturing facilities and to introduce new products. Soon to be announced is a package water system for shallow wells and an improved room air-conditioning unit.

ROBERTA, ALA.: Birmingham's **Southern Cement Co.** has a new Portland cement plant at Roberta. Located next to the company's recently-completed lime plant between Calera and Montevallo, the plant will have an annual capacity of 1,000,000 barrels.

HENDERSON, TEX.: The **Major Brick Co.** is now producing top quality face brick in its new plant. It will turn out approximately 1,500,000 brick monthly. President of the new plant is Major Palmer; vice-president, G. O. Summers; secretary-treasurer, Paul Davis, and production manager, Ross A. Clem.

GREENVILLE, S. C.: J. P. Williamson has been elected to the board of the **National Assn. of Manufacturers.** He is a director of Ross Builders Supplies and of several other businesses.

NASHVILLE, TENN.: The **Ferro Corp.** has completed installation of eight new continuous roll-quench smelters in its Cleveland, Ohio, and Nashville plants. Production of porcelain enamel frit has been its basic industry since 1919.

NEW YORK, N. Y.: Two prominent building material manufacturers have been elected to the board of directors of the **American Locomotive Co.** They are Henning W. Prentiss Jr., chairman of the Armstrong Cork Co., and Col. Willard F. Rockwell, chairman of the Rockwell Manufacturing Co.

CLEVELAND, OHIO: W. Benjamin Eckenhoff has joined the sales staff of the **Viking Air Conditioning Division** of the National Radiator Co. He will represent Viking blowers, fans, humidifiers and dehumidifiers in Washington, D. C., Maryland, Delaware, and parts of Pennsylvania and New Jersey.

CORRIGAN, TEX.: A fire of undetermined origin caused \$500,000 in damage to the sprawling **Edens-Birch Lumber Co.** near here recently. Two new sheds were completely destroyed.

HARRISBURG, PA.: Frank L. Hammond has been appointed director of commercial products sales for the housing subsidiary of the U. S. Steel Corp., **United States Steel Homes, Inc.** He has been vice-presi-

dent and sales manager of the Virginia Metal Products Corp.

RALEIGH, N. C.: The **W. H. Allen Jr. Lumber Co.**—formerly Jeffrey's Lumber Co.—has opened a plant here. A recent advertisement offered a "special" on two million feet of dry lumber.

DALLAS, TEX.: Richard H. Kinkel Jr. and G. Rae Wilson recently joined the staff of **Timber Structures, Inc.** Wilson, an engineer, was sales manager for Timberib rafters. Kinkel is a member of the Texas Society of Professional Engineers.

PORT NECHES, TEX.: **Texaco** discontinued operating its shingle and roll roofing plant here January 1 because of transportation costs of raw materials. Manufacture of solid roofing and paving asphalt will continue here.

HENDERSON, KY.: The **Jasper Corporation** proposes to build a \$250,000 plant here to make composition boards of "everything but the leaves" of a tree. Arnold F. Habig said that German machinery would be used to process the wood.

ROANOKE, VA.: The **Rusco Window Co.** has a new \$100,000 building on U. S. highway 11. Alton W. Robertson is president.

SNYDER, TEX.: The **Southwestern Brick and Tile Co.** has a new plant 2½ miles south of here. Owner Albert Martin, a building contractor for many years, constructed the plant with his own equipment. His partners are his two sons, Ray and Billy Don.

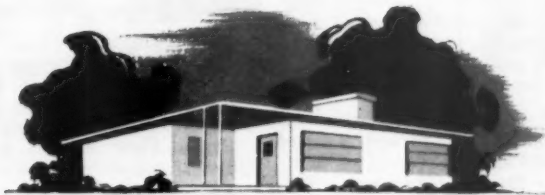
ROCKY MOUNT, N. C.: The **Williams Lumber Company**, on Highway 301, has completed a new office building. The front office is finished in yellow pine, cut from virgin timber. The boards range in width from 12" to 32".

ATLANTA, GA.: The **Packer Distributing Co.** has been named Georgia distributor for the Ludman Corporation's Windo-Tite jalousies and doors. William Gay heads the Packer organization.

MEMPHIS, TENN.: Sam Nickey Jr., of **Nickey Brothers Lumber Co.**, stopped work at his plant before Thanksgiving for a short outdoor prayer. Several hundred white and Negro employees gathered for the event. A Methodist pastor conducted a short service and a Negro worker gave the benediction.

DALLAS, TEX.: To provide closer contact with dealers, the **Hunter Fan and Ventilating Co.** of Memphis, Tenn., has opened a Dallas district office. I. L. Dowlearn, who has been with the company since 1942, is district manager.

ST. JOSEPH, MICH.: Louis M. Snyder has been appointed assistant



They will appreciate
your suggestion of ...

Trinity White

The mass of dazzling white or the truer colors and tints made with Trinity white cement gives distinction to any structure—large or small. Recommend and supply Trinity white. It will be appreciated and remembered by all concerned with that building.

A Product of GENERAL PORTLAND CEMENT CO.
Chicago • Dallas • Chattanooga • Tampa • Los Angeles



As white as snow



... plain or waterproofed

Step Up! your..

Sales and Profits

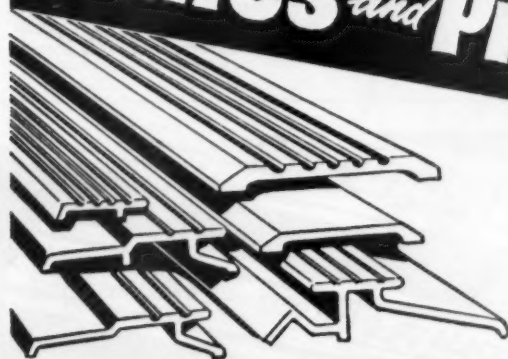


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"Premier"

**Threshold
Plates**

IN ALUMINUM AND BRASS



FREE! attractive *"SALES MERCHANDISER"* ask about it today!

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

J.M.J. TILE CUTTERS

Tools of quality for quality workmanship. Each J.M.J. cutter is expertly and exactly designed for the types of tile designated,



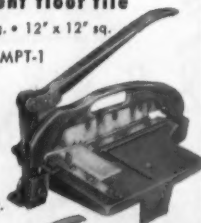
MODEL WFT-2

cuts wood and resilient floor tile

9" x 9" sq. or diag. • 12" x 12" sq.

MODEL MPT-1

cuts and bevels metal wall tile up to 5" x 5" sq. and diag.



MODEL FT-1



cuts all resilient floor tile

9" x 9" sq. and diag. 12" x 12" sq.

PAT. No. 2641845

cuts plastic wall tile including 8 1/2"



MODEL PT-91

BLADE RESHARPENING SERVICE

DEALER RENTAL PROGRAM AVAILABLE

WRITE FOR LITERATURE AND NEAREST DISTRIBUTOR TODAY.



J.M.J. INDUSTRIES
Engineers • Manufacturers

228 CENTREVILLE AVENUE
BELLEVILLE, ILLINOIS

sales manager for the **Whirlpool Corp.** Since April, he has directed sales training, working with district managers and dealers.

BUFFALO, N. Y.: F. Robert Campbell has joined the **National Gypsum Co.** as packaging manager. Previously he was assistant chief packaging engineer for the **Armstrong Cork Co.**

PLANT CITY, FLA.: From his headquarters here, **Brand Laseter** will cover Florida and part of Georgia for the **Dayton Pump and Manufacturing Co.,** Dayton, Ohio. He sells the complete **Rapidayton** line of water systems, water softeners, cellar drainers, gasoline pumps, and room air-conditioning units.

AQUADALE, N. C.: The **Carolina Solite Corporation's** new plant here is now working a full seven-day week to fill orders of its controlled lightweight aggregate. It will ship **Solite** throughout the Carolinas, Tennessee, Georgia, and Florida.

WAYNE, MICH.: **Gar Wood Industries, Inc.,** has announced the formation of the **Mattoon** division to manufacture bulldozers and road machinery sold through **Allis-Chalmers** dealers. **Hunter Dietz** is division manager.

NEW ORLEANS, LA.: **James H. Roan** has joined the **Phil Rich Fan Manufacturing Co.** He represents the **Windmaker** attic, commercial, and industrial fan lines in Louisiana, Mississippi, and Alabama.

CHICAGO, ILL.: **George I. Smith,** manager of the acoustical department, and **John J. North,** assistant to the manager of roofing and siding products, have become members of the **Celotex Corporation's** Twenty-Five Year Club. A luncheon was given in their honor recently.

NEW YORK, N. Y.: **Russell J. MacMullan** has been appointed sales manager of the retail housing division of **American Houses, Inc.,** makers of prefabricated houses.

WASHINGTON, D. C.: **United**

States Steel Homes, Inc., housing subsidiary of the **U. S. Steel Corp.,** has announced the appointment of **Charles Landers Jr.** as assistant to the sales vice-president. His headquarters are in Washington.

ALHAMBRA, CALIF.: **Royal Jet, Inc.,** is the new name of **Royal Heaters, Inc.,** changed to fit the company's product names — **Jet-Flow, Jet-Aire, Jet-Junior,** and the **Royal Forced Flow.** **Alex H. Banko** recently was appointed national sales manager, in connection with a new national sales program to expand distribution.

BALTIMORE, MD.: **Skil Corp.,** maker of portable electric and pneumatic tools, has moved its Baltimore office to 2323 Greenmount Ave.

SPRINGFIELD, MASS.: The **Monsanto Chemical Co.** plastic division has announced a \$1,250,000 technical service and development program that includes a new research center for customers and industry in the plastics field.

CINCINNATI, OHIO: **R. F. Turner** has been reappointed chairman of the corrugated committee of the **Asbestos-Cement Products Assn.** He is sales manager of the building products division of the **Philip Carey Manufacturing Co.**

COLUMBUS, OHIO: **George P. Wertz** has been named representative of the **Alsynite Co.** of America to serve Ohio, Michigan, and part of Kentucky. He formerly was with the **Owens-Corning Fiberglas Corp.** and was a star of Ohio State University's victorious 1950 Rose Bowl team.

TUPELO, MISS.: **John Osberg,** general manager of the **Rockwell Manufacturing Co.** plant here, has been named to the 16-man board of the **Mississippi Manufacturers Assn.**

SUMMERVILLE, S. C.: Two new building supply firms recently announced plans to open in a new building here. The **Artex Corp.** will deal with extruded aluminum products. **Metal Masters, Inc.,** will manu-

Member S. P. L. B.

SOUTHERN PINE LUMBER

WORD BRAND OAK FLOORING • WORD BRAND

Member N. H. L. A. Siding Finish Ad Dimensions KD Pine Flooring YELLOW POPLAR RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.

Phone 327 SCOTTSBORO ALABAMA

When **QUALITY** and **SERVICE** count
call for

G-P-PLYWOOD -LUMBER -DOORS



You buy with efficiency, economy and confidence when you buy from Georgia-Pacific. And one call does it all . . . so call your G-P office for fast deliveries of every species, size and grade of plywood and lumber.

G-P PRODUCTS—G-P Ripplewood Textured Paneling • GPX Plastic-faced Plywood • G-P Crownply Hardwood Plywood • G-P Plysheet Southern Plywood • Douglas Fir Plywood • Giant-sized Scarfed Panels • Fir Pattern Doors • Hardwood Flush Doors • Cypress and Redwood Lumber • Southern Pine • Southern Hardwood Lumber • Western Lumber • Treated Lumber and Timbers • Residential and Factory Flooring • Mouldings.



GEORGIA—PACIFIC
PLYWOOD COMPANY
SOUTHERN FINANCE BUILDING,
AUGUSTA, GA., CALL 2-8383

dealers!

low cost storage space with EZ-Way Folding Stairways • increase sales — show your customers the advantages of this inexpensive storage space

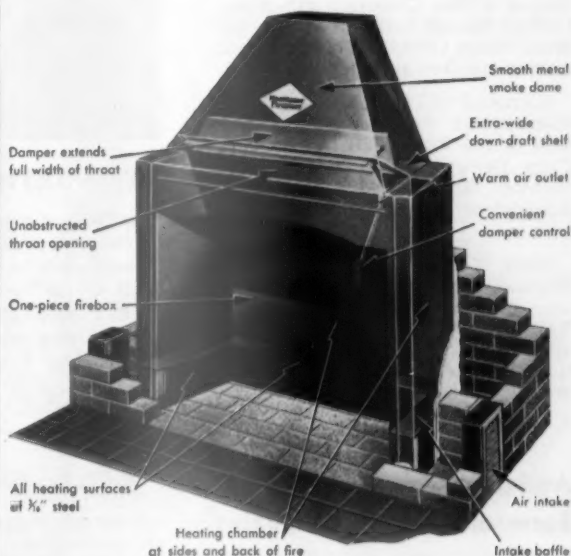
EZ-WAY Folding Stairways

Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Close study of EZ-Way Folding Stairway features will prove to you the way to *best please* your customers on auxiliary, low cost storage space.

Write **TODAY** for the illustrated brochure providing information and specifications on EZ-Way products. EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-5 St. Paul Park, Minnesota.

EZ-WAY!

Every New FIREPLACE means another prospect



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HEATILATOR®

Fireplace Unit!

Every builder who buys fireplace materials from you is a ready-made prospect for the Heatilator Fireplace Unit.

He's a hot prospect, too . . . because a Heatilator Fireplace goes up faster . . . requires no separate damper, throat, dome or downdraft shelf. Saves firebrick. Assures a perfectly operating, smokeless fireplace on every job without the need for a highly skilled fireplace builder.

Think of all the fireplaces that are being built by your customers every week. And every one of them could mean the extra profit of a Heatilator Unit sale for you. So display the Heatilator Unit. Talk Heatilator. Sell Heatilator.

Write for folder with
full details and specifications.

HEATILATOR Inc.

951 E. Brighton Ave., Syracuse 5, N. Y.

facture aluminum window frames.

VARNVILLE, S. C.: Edward H. Hanley, of Hampton, recently was chosen new president and general manager of the **Hamptonite Door Manufacturing Co.** A graduate of New York State College of Forestry, he formerly was superintendent of the Hamptonite plant.

GUELPH, ONTARIO: DeWalt, Inc., manufacturers of wood and metal cutting machinery in New York, has formed a new Canadian subsidiary, DeWalt Canada Ltd. Previously, DeWalt Disher Corp. Ltd. of Vancouver distributed DeWalt equipment.

KANSAS CITY, MO.: Bill L. Siebenthaler has joined the sales staff of the **Viking Air Conditioning Corp.** He will represent this line of blowers, fans, humidifiers, and dehumidifiers in the Missouri-Kansas area.

NEW YORK, N. Y.: Lyman N. Cranston has been appointed manager of the hardboard division of the **United States Plywood Corp.** The appointment was made in conjunction with the introduction of 10 new Weldwood hardboard products.



FT. WORTH SAND & GRAVEL AND TEXCRETE MERGE

The topic of conversation here is future plans for better service to customers of the Fort Worth (Tex.) Sand and Gravel Co. and the Texcrete Co. of Fort Worth. Left to right are Charles E. Marshall, executive vice-president of Fort Worth Sand and Gravel; Ralph B. Rogers, Texas Industries president; T. E. Popplewell, sand and gravel president, and George A. Meihaus, newly-elected vice-president of the sand and gravel firm and former general manager of Texcrete. The two companies recently announced a combined operation for greater efficiency.

Anderson Acquires Farm and Ranch Magazine

Thomas J. Anderson, owner and publisher of *The Arkansas Farmer* and *The Mississippi Farmer*, with a group of associates, has purchased the Farm and Ranch Publishing Company, publishers of *Farm and Ranch-Southern Agriculturist*.

The new corporation includes Ted Lord, advertising director, and Lewis Wood, circulation manager, both of *Farm and Ranch*.

Anderson, Lord, and Wood have had long experience in the farm publishing field. Anderson was Southern sales manager for *Southern Agriculturist* prior to his purchase of *The Arkansas Farmer*. He expanded his publishing activities in

1950 with the *Mississippi Farmer*. He said the purchase of *Farm and Ranch* will not affect the operation of these two publications.

Publication offices of *The Arkansas Farmer* are at Little Rock. *The Mississippi Farmer* is located at Jackson. *Farm and Ranch* offices are in Nashville, Tenn.

Anderson announced the inclusion of Lord and Wood in the corporation as the first step in a new policy of employee participation in the ownership of the business.

New IBI President

Jul Z. Hollmann, insulation department manager for the Flintkote Co., New York City, is the new president of the Insulation Board

Institute. He was elected at the recent annual meeting of the group in Chicago to succeed Marland S. Wolf, general sales manager of the Wood Conversion Co. Hollmann had served on the institute's board of directors previously.

Solite Design Contest

Students in Virginia's two schools of architecture will have the opportunity this spring to compete for \$1,500 in cash prizes.

The Southern Lightweight Aggregate Corp. sponsors the contest each year. It is administered by the Virginia AIA chapter. Fourth year architectural students of the University of Virginia and V. P. I. are assigned a Solite award problem.

Storey Stocks Beautiful Redwood

Lots of 4000' up, or Pool Cars—Fast Service

- California Redwood Siding, Panelling, Finish
- Oregon's Finest Fir—Commons and Clears
- Ponderosa Pine—Pickwick Panelling, Shelving
- West Coast Mouldings, Cut Door Jambs, Ceiling, Flooring



Solid or Pool Cars at through-car prices — or small lots direct from our Winston-Salem warehouse.

W. M. STOREY LUMBER CO.

Southern Pines, North Carolina

Phone Orders Collect! Phone 2-2412

TWX S. Pines 99

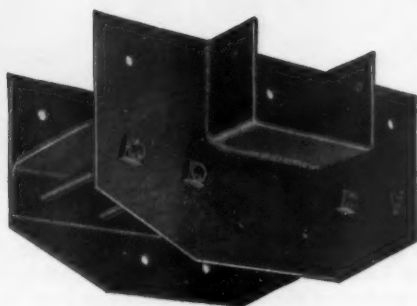
**WHEN YOU WRITE TO Advertisers
IN THIS MAGAZINE . . .**

Tell Them YOU READ ABOUT IT IN

**Southern
BUILDING SUPPLIES**

ORDER FROM STOCK!

Low Cost **TIMBER FITTINGS** for Industrial and Commercial Buildings

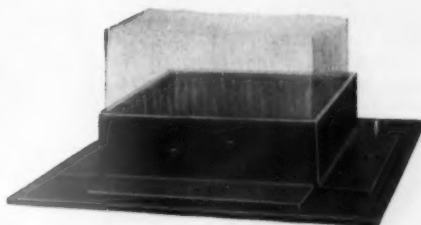


IDEAL STEEL POST CAPS
made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. **APPROVED BY UNDERWRITERS' LABORATORIES.**

JOIST HANGERS — Fit closely on *all sides!* Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



POST BASES — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



The Ideal Hanger Co.

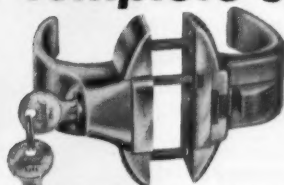
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1290 East 53rd St.

Cleveland 14, Ohio

Sell one — or a complete set

*Idealox and
Idealatches*



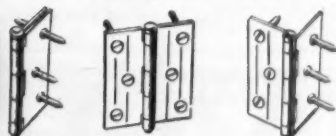
With or without key locking, Simple installation . . . Just drill three 1/4" holes. Streamlined beauty, Adjustable for 3/4" to 1 1/4" doors, Reversible.

*Ideal
Closer*



Lubricated for long life, Simple application, Enclosed Shock absorber spring, Held-open feature, Display models available with each half-dozen.

*Ideal
Hinges*



Plated or Stainless Steel and Brass Metal.

For SCREEN DOORS

Write for full description, price and delivery on these and other items.

Ideal

IDEAL BRASS WORKS, Inc.

250 East 5th St.

St. Paul 1, Minn.

ANCO Bag Trucks Pay For Themselves

EXCLUSIVE...

Only in an ANCO bag truck can you get the exclusive **NOSE-PLATE** wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



FREE
(and easy)
plan for
pallets
furnished

**For Bagged Goods,
Shingles, Lath,
Case Goods**

Mail coupon for details of **FREE TRIAL OFFER.** It's a money-maker and a back-saver.



ANTHONY TRUCK CO.
Paducah, Ky.

Please give us full information about the ANCO Pallet Trucks that do twice the work with half the effort.

Firm _____
Address _____
City _____ State _____
By _____

PLEDGE COOPERATION IN MILLWORK

History was made at the annual meeting of the Southern Woodwork Assn., regional body of architectural millwork manufacturers, in Atlanta, Ga., November 23. Seven outstanding Dixie architects exchanged their views on mutual problems in special millwork with the producers. At right is seen the unusual gathering.

Among the architects appearing in the round-table discussion were Collins Diboll, of New Orleans; H. M. Fair, of Columbia, S. C.; Dillon T. March, of Mobile, Ala.; J. A. Stenhouse, of Charlotte, N. C., and A. Thomas Bradbury, Sam Cooper, and Ernest D. Ivey, of Atlanta.

Presiding at the meeting, and retiring as SWA president, was J. J. O'Neill, of Rome, Ga., arrowed at center



of the speakers' table. The new president is M. D. Ebert, of Fort Lauderdale, Fla., arrowed at right, front. He is vice-president of the Gate City Sash and Door Co.

O'Neill urged SWA members to continue close cooperation and coordination of efforts with the architects because "they write your bills of sale."

Weatherstrip Officers

The Weatherstrip Research Institute, composed of leading weatherstrip manufacturers in the U. S., has

elected Ed. M. Rodenbaugh president for the 1953-54 term. Rodenbaugh is president of National Metal Products Co., Pittsburgh, Pa.

Other new officers are: Paul N. Collin, Allmetal Weatherstrip Co., vice-president; Edward Zegers, Zegers, Inc., vice-president; Charles F. Smith, National Guard Products Co., Memphis, recording secretary; and J. L. Dennis, W. J. Dennis and Co., treasurer. L. G. Klee is executive secretary of the Institute.

Head Atlanta Builders

J. O. Anderson was installed as president of the Atlanta Homebuilders Assn. of Atlanta on December 15 at the annual dinner meeting. Other new officers are Vice-President Ben M. Smith Jr., Secretary J. W. Walker, and Treasurer R. R. Hallman.

Board members include B. A. Martin, Jack Y. Anderson, Fred G. Fett Jr., W. W. Lively, Thomas B. Mimms, Max Kuniansky, Ed A. Barton, and Fred T. Dempsey. Dempsey and Barton are the Atlanta group's directors on the board of the National Assn. of Home Builders.

Luther B. Stephens continues serving as executive secretary.



SOIL PIPE MANAGER

R. G. (Bam) Price Jr. on January 1 became Southeastern district manager of the Orangeburg Manufacturing Co., Inc., of Orangeburg, N. J. He will promote the sale of this firm's bituminized fiber sewer pipe and electrical conduit in the states of Virginia, North and South Carolina, Florida, Georgia, Alabama, and Tennessee. Price formerly was assistant business manager of this magazine and is an electrical engineering graduate of the Georgia Institute of Technology. He previously was with the Georgia Division of the Lockheed Aircraft Corp., and in newspaper publishing.

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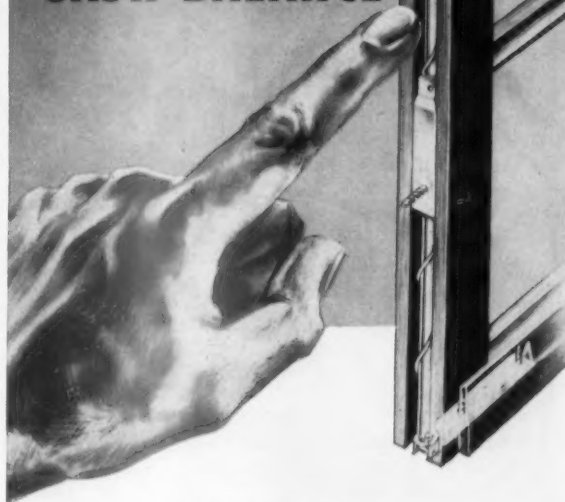
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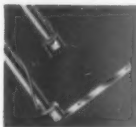
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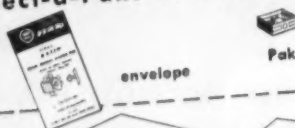
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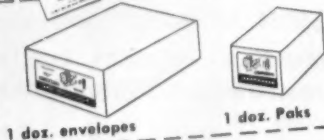
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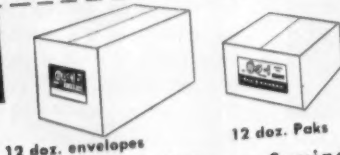
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ADVERTISER'S INDEX

A

A & F Tileboard Co.	13
Adams Rite Mfg. Co.	*
Advertising Council	*
Allied Building Credits, Inc.	*
American Sta-Dri Co.	*
Anthony Truck Co.	77
Arvey Corporation	*
Associated Plywood Mills, Inc.	51
Atlantic Steel Company	*

B

B-D-R Engr. Corp.	*
B & T Metals Co.	*
Baldwin & Sons, Lawrence J.	79
Barclay Mfg. Co.	*
Barrett Div. (Allied Chemical & Dye Corp.)	*
Bessler Disappearing Stairway Co.	79
Bialy, Norman A.	*
Bone-Crow Co.	*
Bowers Jr., R. P. (Rudy)	Second Cover
Boyette & Son, Inc.	Fourth Cover
Edwin C.	*
Braeckels, Inc.	*
Builders Products Co.	15
Burns Manufacturing Co.	Second Cover
Burton, Robert S.	56

C

Caldwell Mfg. Co.	*
Cameron & Co., Wm.	*
Cameron and Richardson	*
Carter Co., H. V.	*
Carey Manufacturing Co., Phillip	*
Casings, Inc.	5
Celotex Corp., The	2
Century Mfg. Co.	*
Certain-teed Products Corp.	65
Chapman Chemical Co.	64
Chicopee Mfg. Co.	*
Coal Chemical Division United States Steel Corp.	17 & 18
Consolidated General Products, Inc.—V-F Div.	72
Consolidated Iron-Steel Mfg. Co.	66
Conway, Jack	56, 68
Craig Wood Products Co.	*
Cruze, Fred F.	*
Cumberland Portland Cement Co.	*
Currie, George F.	75, 79
Currin Co., Inc.	*
Curtis Companies Service Bureau	9

D

Davis, Marion T.	*
Deniston Co.	*
Detroit Steel Products Co.	*
Dickey Clay Mfg. Co., W. S.	67
Dicks-Pontius Co.	*
Dixie Lumber Co., Inc.	1
Donley Bros. Co.	*
Douglas Fir Plywood Assn.	45
Doyle Jr., George H.	64
Drexler Mfg. Co.	20
Drywall Trim, Inc.	*
Duffey, J. L.	*

E

Everett & Co., John T.	57
Ex-Way Sales, Inc.	75

F

Fisher, Harry A.	*
------------------	---

Flintkote Co.	*
Foldaway Stairway Co.	*
Fuller Jr., L. G.	*

G

Gaskin Jr., T. A.	6
Gaston, Brice G.	56
Gate City Sash & Door Co.	*
Georgia-Pacific Plywood Co.	75
Gibb, Tom P.	68
Gilbert Co., S. P.	*
Goetze Co., Earl	6
Go'dman, S. R.	Fourth Cover
Gordon & Son, Inc., Alexander	Fourth Cover
Griffin, A. W.	*
Gulf Steel & Wire Company	53

H

Hager & Son's Hinge Mfg. Co., C.	57
Harloc Products Corp.	68
Harmon, William	82
Haskelite Mfg. Co.	10
Hawkins, Milton A.	68, Third Cover
Heattilator, Inc.	75
Hilliard, R. B.	82
Hoffner, Harry A.	57
Homasote-Nova Co.	*
Hope's Windows, Inc.	*
Horwitz, A. L.	*
Hough Shade Corp.	*
Houk, J. T.	*
Howard, Summer W. B.	*
Howell Mfg. Co., The	69
Huttig Sash & Door Co.	*

I

Ideal Brass Works, Inc.	77
Ideal Cabinet Corporation	*
Ideal Hanger Co.	77
Insulite Div. Minnesota & Ontario Paper Co.	*
Israel, J. Chris.	*

J

J. M. J. Industries	74
Johns-Manville, Inc.	16
Johnson & Co., Inc., A. J.	6
Joiner Co., Roy C.	*

K

Kensbey & Mattison Co.	*
Kemp, S. H.	*
Keystone Wire Cloth Co.	*

L

Leonard, R. B.	*
Libbey-Owens-Ford Glass Co.	4
Livingstain Co., Harry	*
Lockport Cotton Batting Co.	*
Lone Star Cement Corp.	*
Longview Lime Corp.	*
Lowe Brothers Company	*
Loxgreen Co.	*
Lucas & Co., Inc., John	*
Ludman Corporation	Fourth Cover

M

McCluggage Sales Co.	*
McKnight Co.	*
Majestic Mfg. Company	*
Mann and Co., J. T.	*
Manufacturers Sales	74
March, Inc., E. L.	Fourth Cover

ADVERTISER'S INDEX

Marquette Cement Mfg. Co.	*
Marsh Wall Products, Inc.	71
Masonite Corporation	*
Mengel Co.	*
Meroney Co., Cy	5
Meroney, R. K.	5
Metal Trims, Inc.	73
Midwestern Sales Co.	73
Mirro-Chrome Co., Inc.	82
Monarch Metal Weatherstrip Corp.	*
Morris, J. L.	*
Mound City Paint & Color Co.	*
Murphy, D. T.	43
Murray Co. of Texas, Inc.	*
Murray, L. E.	*

N

Nachlas, Otto	47
National Guard Products, Inc.	*
National Lock Co.	80
National Woodworks	62
New Castle Products, Inc.	63
Nichols Wire & Aluminum Co.	*
North, Joseph T.	*

O

O'Callaghan, W. L.	*
Oconee Clay Prod. Co.	22
Old American Roofing Mills	*
One-Der Frame Corporation	*
O'Rourke, James	*

P

Pacific Lumber Co.	49
Pack River Sales Co.	8
Pearlee-Gaulbert Paint & Varnish Co.	*
Per-Fit Products Corp.	59
Perma Products Co.	6
Perrow Chemical Co.	82
Perry-Jones Lumber Co., Inc.	66
Piper, Joseph	*
Powell Co., A. J.	3
Prestite Mfg. Co.	*
Prince, Albert J.	73
Proctor & Co., E. W.	68 & 73
Protective Papers, Inc.	*
Pullman Mfg. Corp.	*

R

Reed Unit Fans, Inc.	81
Reynolds Metal Company, The	*
Roach & Musser Co.	47
Ross Carrier Co., The	*
R. O. W. Distributors	43
Ruberoid Company	*
Rudiger-Lang Co.	3
Ryan Sales Corp.	*

S

S & S Sales Co.	*
Sanders-Cederlof & Associates	64
Sanders, Sam G.	*
Seaboard Lacquer Co.	*
Seidel Mfg. Co.	77
Selinger, Elliot R.	*
Sellers, Jack L.	22
Simpson Logging Company	*
Sisalkraft Co.	*
Smith, J. Paul	15
Smith Lumber Co., Ralph L.	79
Southern Metal Products Corp.	*
Southern Plaswood Corporation	70

Southern States Iron Roofing Co. (Barclay Mfg. Co.)	*
Southern States Iron Roofing Co. (Perma Products)	6
Southern States Iron Roofing Co. (SSirco)	7
Spentzos, Jim	*
Stair, James A.	73
Stanley Works, The	68 & Third Cover
Stem, Inc., Chester B.	78
Stenzhorn, Inc., Bob	74
Storey Lumber Company	76
Stovall, W. H.	*
Superior Wall Prod. Co.	*

T

Tennessee Coal, Iron & Railroad Div. U. S. Steel Corp	*
Tennessee Products & Chemical Corp.	14
Texas Co., The	*
Trimble Co., Inc., C. R.	81
Trinity Div. General Portland Cement Co.	73
Tri-State Building Service	*
Trowbridge, Lewis C.	*
Turner & Seymour Mfg. Co.	70
Turpentine & Rosin Factors, Inc.	*
Twin-Tilt Truck Company	*

U

Union Aluminum Co.	15
Union Lumber Co.	55
U. S. Plywood Corp. (Industrial Adhesive Div.)	12
U. S. Plywood Corp.	60 & 61
United States Steel Corp. Coal Chemicals Division	17 & 18
United States Steel Corp., Tenn.	*
Coal, Iron & Railroad Div.	*
United States Treasury	*
Universal Window Corp.	*
Upson Co.	19
Utley, Inc., Withers Clay	*

V

Vennell and Son, H. L.	74
Vento Steel Prod. Corp.	70
Vos Company	*
Vulcan Metal Products	*

W

Wagner Mfg. Co.	*
Wallace Manufacturing Co.	*
West Coast Lumbermen's Assoc.	*
Western Pine Assoc.	82
Weyerhaeuser Sales Co.	*
Whitton, R. E. L.	*
Wicker Sales Co.	*
Wickwire Bros., Inc.	*
Willamette Valley Lumber Company	*
Williams, Grainger	*
Womble Co.	*
Murray R.	68 & Third Cover
Wood Treating Chemicals Co.	*
Word Lumber Co., W. J.	74
Wright Co., L. K.	22

Y

Yauger & Co., Jack	*
--------------------	---

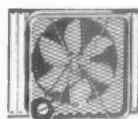
Z

Zegers, Inc.	56
Zimmerman, Fred H.	79

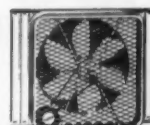
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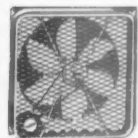
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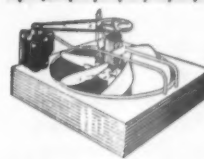
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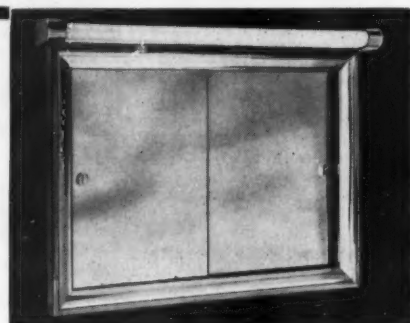
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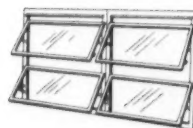
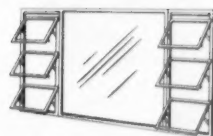
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